

ROSS REPORTS - TELEVISION INDEX

AUGUST 31-SEPT 6, 1959

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WEEKLY REPORT 10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 31)

CBS- 8-8:30pm NYT & LAT, Weekly; RETURN - The Texan - FILM; 184 stations net and delayed. § Second season begins for this Western drama series, starring Rory Calhoun in the title role as Bill Longley. The program has been in re-run from June 15 thru August 24.

§ SPONSORS- Brown & Williamson Tobacco Corp (Viceroy, Kools) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty(Kools), David Loomis(Viceroy). Beginning Oct 5, it will be sponsored alternately by Pharmaceuticals, Inc., J. B. Williams Co Division (Aqua Velva, Letric Shave) thru Parkson Advertising Agency, Inc(NY); Acct Superv- Ted Bergmann.

§ PKGR & Film Prod- Rorvic Productions with Desiul Productions, at Desilu Culver Studio, Culver City, Cal.; Prods- Victor M. Orsatti, Rory Calhoun; Dirs- Various; Dir of Photog- Paul Ivano; Art Dirs- Ralph Berger, Charles S. Pyte; Writers- Various.

Friday (Sept 4)

ABC- 7:30-8pm NYT & LAT, this date only; SPECIAL - The Navy's Blue Angels - FILM; to the net. (Preempts The Adventures of Rin Tin Tin). § Robert Taylor is narrator for a documentary on the Navy's precision jet flying team.

§ Sustaining.

§ PKGR & Film Prod- U. S. Navy with service units.

Saturday (Sept 5)

CBS- 8:30-9pm NYT & LAT, Weekly; RETURN - Wanted -- Dead or Alive - FILM; 145 stations net, 42 delayed. § Second season begins for this Western drama series, starring Steve McQueen as Josh Randall, a bounty hunter. The program has been in re-run from May 16 thru August 29.

§ SPONSORS- Brown & Williamson Tobacco Corp (Viceroy, Kools) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty(Kools), David Loomis(Viceroy). Beginning Oct 3, it will be sponsored alternately by Kimberly-Clark Corp (All Products) thru Foote, Cone & Belding(Chi).

§ PKGR & Film Prod- Malcolm Enterprises with Four Star Films, Inc., at Republic Studios, Studio City, Cal.; Exec Prod- Vincent Fennelly; Prod- John Robinson; Dir- Donald McDougall, Thomas Carr; Writers- Various.

CBS- 10-10:30pm NYT & LAT, Weekly; RETURN - Gunsmoke - FILM; 182 stations net, 12 delayed. § Fifth season begins for this Western drama series, starring James Arness as Marshall Matt Dillon, with Dennis Weaver as Chester, Amanda Blake as Kitty and Milburn Stone as Doc. It has been in re-run from June 20 thru Aug 29

§ ALTERNATE SPONSORS- 1) Liggett & Myers Tobacco Co (I&M) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Clifford Fitzgerald. 2) Remington Rand (Electric Shave), Div of Sperry Rand Corp thru Young & Rubicam, Inc(NY); Acct Exec- Oliver McKee.

§ PKGR & Film Prod- CBS-TV at California Studios, Hollywood, Cal.; Exec Prod- Edgar Peterson; Prod- Norman Macdonnell; Dirs- Various; Writers- Various; Dir of Photography- Fleet Southcott.

Saturday (Sept 5)

NBC- 10:30-11pm NYT & LAT, Weekly; RETURN - It Could Be You - LIVE from LA; 106 stations live, 6 delayed. (Replaces The D. A.'s Man, last show Aug 29).

§ Bill Leyden is m.c. for the audience participation show which specializes in all types of unexpected reunions, observances and stunts. A daytime version is seen on the net Mon thru Fri, 12:30-1pm NYT & LAT. The evening program was previously on the NBC net from July 2, 1958 thru Sept 17, 1958 as a summer replacement; then again from Nov 27, 1958 thru March 12, 1959.

§ SPONSOR- Pharmaceuticals, Inc (Geritol, Somnex) thru Parkson Advertising Agency, Inc(NY); NY TV Acct Rep- Lloyd Durant; LA TV Acct Rep- Don Blauhut.

§ PKGR- Ralph Edwards Productions (Capricorn Productions), LA; Exec Prod- Ralph Edwards; Prod- Stefan Hatos; Asst Prod- Jay Stewart; Dir- Stuart W. Phelps; Prog Annrcr- Wendell Niles; Writers- Tony Newton, Jim Crutchfield.

Sunday (Sept 6)

CBS- 6-6:30pm NYT & LAT, Weekly; RETURN - Behind the News with Howard K. Smith - TAPE & FILM, from NY; to the net. (Replaces Conquest, last show Aug 30).

§ Second season for this "news in study" series, with Howard K. Smith, as moderator, analyzing news events and the significance of issues in the news. The program was previously on the air January 11, 1959, thru June 28.

§ Sustaining.

§ PKGR- CBS Public Affairs(NY); Prod- William Weston; Dir- Michael Zeamer.

CBS- 7-7:30pm NYT & LAT, Weekly; RETURN - Lassie - FILM; 131 stations net, 10 delayed. § Sixth season for the family series, starring Lassie, June Lockhart and Hugh Reilly as Ruth and Paul Martin, and Jon Provost as Timmy.

§ SPONSOR- Campbell Soup Co (All Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Charles Partington.

§ PKGR & Film Prod- Jack Wrather Productions, Inc at Desilu Gower Studios, Hollywood, Cal.; Exec Prod- Sherman A. Harris; Prod- Robert Golden; Dirs- Various; Writers- Various; Dir of Photog- Kenneth Peach.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Eyewitness to History; DEBUT Aug 27, Thu, 7:30-8pm NYT & LAT; 14 programs in series; TAPE & FILM from NY Central; no. of stations not available. First four programs will be seen Aug 27, Thu; Aug 30, Sun; Sept 3, Thu; Sept 6, Sun (Thursday programs preempt The Playhouse, Sunday programs preempt That's My Boy).

§ The first four programs in the series are devoted to coverage of President Eisenhower's visits to the Allied heads of government in Western Europe; with Walter Cronkite as anchor man in NY introducing the tape and film reports. The last ten programs in the series, details to be announced, will be devoted to Soviet Premier Khrushchev's visit to the U. S. and President Eisenhower's visit to Soviet Russia.

§ SPONSOR- Firestone Tire & Rubber Co (Institutional) thru Campbell-Ewald Co (Det); TV Acct Superv- A. J. Miranda(NY).

§ PKGR- CBS News, Special Program Unit(NY); Prods- Leslie Midgley, John Sharnik; Dir- Bill Greif; NY Coordinator- Jack Fern; NY Dir- Vern Diamond; European Prod & Dir- Don Hewitt.

NBC- Journey to Understanding; DEBUT Aug 27, Thu, 8:30-9pm NYT & LAT; 25 programs in series, presented in groups; LIVE, TAPE & FILM, from NY Central; to the net.

First five programs will be under the title noted; other groups will have special titles. The series covering Soviet Premier Khrushchev's visit to the U. S. will be The VIP, in five parts, with supplementary programs. Journey to Understanding will be seen Aug 27, Thu, 8:30-9pm; Aug 29, Sat, 9:30-10:30pm; Sept 1, Tue, 9-9:30 pm; Sept 3, Thu, 7:30-8pm; Sept 4, Fri, 8-9pm, preempting all programming.

§ Sustaining.

§ PKGR- NBC News(NY); Prod- Chet Hagan (first five programs and others); other prods include Elmer W. Lower, James Kitchell, Reuven Frank.

TALENT SHOWSHEET and SCRIPT REPORT

AUGUST 31 - SEPTEMBER 6

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Adventures of Rin Tin Tin, Alcoa-Goodyear Theatre, Alcoa Presents, Armstrong Circle Theatre, Arthur Murray Party, Bat Masterson, Black Saddle, Buckskin, Steve Canyon, Cheyenne, Cimarron City, Colt 45, Bob Cummings Show, D.A.'s Man, Ellery Queen, Father Knows Best, General Electric Theatre, Have Gun, Will Travel, Alfred Hitchcock Presents, Lawman, Leave It To Beaver, Life & Legend of Wyatt Earp, Lineup, Lux Playhouse, Dick Powell's Zane Grey Theatre, M Squad, Maverick, Millionaire, Naked City, David Niven Show, Northwest Passage, Peter Gunn, Playhouse 90, Real McCoy's, Richard Diamond, Private Detective, Rifleman, Rough Riders, Pete Kelly's Blues, Phil Silvers Show, 77 Sunset Strip, Sugarfoot, Tales of Wells Fargo, The Californians, The Restless Gun, The Thin Man, Danny Thomas Show, Tombstone Territory, Trackdown, Wagon Train, Yancy Derringer, Loretta Young Show, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

The Lawless Years; THURSDAY August 27; NBC 8:30pm - PRE-EMPTED by a news program.

21 Beacon Street; THURSDAY August 27; NBC 9:30pm - ADD: The Hostage; with DeForest Kelley.

THE JACK PAAR SHOW; ACROSS THE BOARD; NBC 11:15pm - ADD: 8/25- Joey Bishop(C); 8/26- Hermione Gingold(C); 8/27- Louis Nye(C); DELETE: 8/27- George S. Kaufman, Jim Moran.

CAPTAIN KANGAROO; SATURDAY August 29; CBS 9:30am - ADD: Nicky Redavid(Paddle-ball act).

Brenner; SATURDAY August 29; CBS 9pm - ADD: Crime Wave; (O)Ernest Kincy; with regulars & Warren Stevens, Woodrow Parfey, Douglas Herrick, Salem Ludwig, Will Gregory, Walt Kemmerling, Arnold Soboloff, Leonardo Cimino, Vilma Kurer, Jon Richards, Denny Dennis, Pat DeSimone, Ralph Lee Robertson.

Markham; SATURDAY August 29; CBS 10:30pm - ADD: Barbara Darrow, Grant Sullivan, Rene Paul.

LOOK UP AND LIVE; SUNDAY August 30; CBS 10:30am - ADD: Part V of The Sand Pile, see Page 31-A, 8/3/59.

ED SULLIVAN SHOW; SUNDAY August 30; CBS 8pm - ADD: Italy's Modern Jazz Dancers.

Dragnet; SUNDAY August 30; NBC 8:30pm - ADD: Harry Hickox, Sam Gilman, Ian Keith, Marshall Kent.

MONDAY AUGUST 31

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POLKA GO ROUND ABC 7:30pm Pearls of the Pacific(D).

The Texan CBS 8pm RETURN - (O)David Evans; with Lori Nelson, William Tannen, Henry Brandon, Tom London, Charles Horvath, Henry Kulky, James H. Drake; Dir- Robert I. Gordon.
(Rory Calhoun)

Desilu Playhouse CBS 10pm The Untouchables; Part II; see Page 34-A, 8/24/59.

TUESDAY SEPTEMBER 1

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Sugarfoot ABC 7:30pm The Vultures; (O)James Gunn; (A)Peter R. Brooks; Repeat from 4/28/59.
(Will Hutchins)

Life & Legend of Wyatt Earp ABC 8:30pm Dodge City - Hail and Farewell; with regulars & Morgan Woodward.
(Hugh O'Brian)

JIMMY RODGERS SHCW NBC 8:30pm Jose Melis(M), Jan Crockett(S), Margaret Whiting(S).

Adventure Showcase CBS 9pm Forced Landing; (O)Sam Rolfe, Barney Slater; with Scott Brady, Richard Erdman, Maggie Mahoney, Joe De Santis; Dir- Harold Greene.

TUESDAY SEPTEMBER 1 (Cont'd)

ANDY WILLIAMS SHOW CBS 10pm Carol Lawrence(S), The Mills Brothers(S), Stan Freberg (C), Ken Barry(D).

WEDNESDAY SEPTEMBER 2

Wagon Train NBC 7:30pm The Sakae Ito Story; (O)Gene L. Coon; REPEAT from 12/3/58.

DAVE KING SHOW NBC 9pm Vicki Stuart(S), The Lally Twins(S).

ARMSTRONG CIRCLE THEATRE CBS 10pm The White Collar Bandit; (O)Harold Gast; REPEAT from 3/4/59.

THURSDAY SEPTEMBER 3

Oh Boy! ABC 7:30pm Conway Twitty(S).

The Lawless Years (James Gregory) NBC 8:30pm The Pranteria Story; (O)Jo Eisinger; with Robert Strauss, Bart Robinson, Frank Wolff, Ann Carroll, Dayton Lummis, Joe Perry, Glen Gordon, David Alpert, Mary McClure.

PLAYHOUSE 90 CBS 9:30pm Dark as the Night; (O)James Hadley Chase; (A)Marc Brandel; REPEAT from 6/18/59.

21 Beacon Street NBC 9:30pm with regulars & Jean Willes, Richard Norris, Myron Healey, Rodney Bell.

FRIDAY SEPTEMBER 4

Rawhide (Eric Fleming, Clint Eastwood) CBS 7:30pm Incident of the Curious Street; (O)N.B. Stone Jr.; (A) Earl Baldwin; REPEAT from 4/10/59.

ELLERY QUEEN NBC 8pm This Murder Comes To You Live; (O)W.J. Shone; REPEAT from 6/5/59.

MULTIPLE AND ACROSS THE BOARD SHOWS AUGUST 31 - SEPTEMBER 4

TODAY NBC 7am 8/31- Ella Logan(S); 9/2- Charlie Shavers(M), Jack Les-coulie(M); 9/4- Arthur Whittmore(M), Jack Lowe(M).

SAM LEVENSON SHOW CBS 10:30am 9/1- Vincent Price(A); 9/3- Charlie Meeker & St. John Terrill (Impresarios); 9/4- Denise Darcel(A), Robert Dhery(A).

AMERICAN BANDSTAND ABC 4pm 8/31- Noel Ball(mc); 9/1- Mary Swan(S); 9/2- Owen Forrester(mc), Johnny Angel(S); 9/3- Ron Meroney(mc); 9/4- Don Robertson(mc).

JACK PAAR SHOW NBC 11:15pm 8/31- Alexander King, Shelley Berman(C), Blossom Dearie (S); 9/1- Arlene Francis(A), Wally Cox(C), Betty Johnson(S), Cliff Arquette(C), Elsa Lanchester(A); 9/2- Dody Goodman(C), Vincent Price(A), Patti Lewis(S); 9/3- Jim Moran, Trish Dwelley(S), Peggy Cass(C), Joey Bishop(C), Cliff Arquette(C).

SATURDAY SEPTEMBER 5

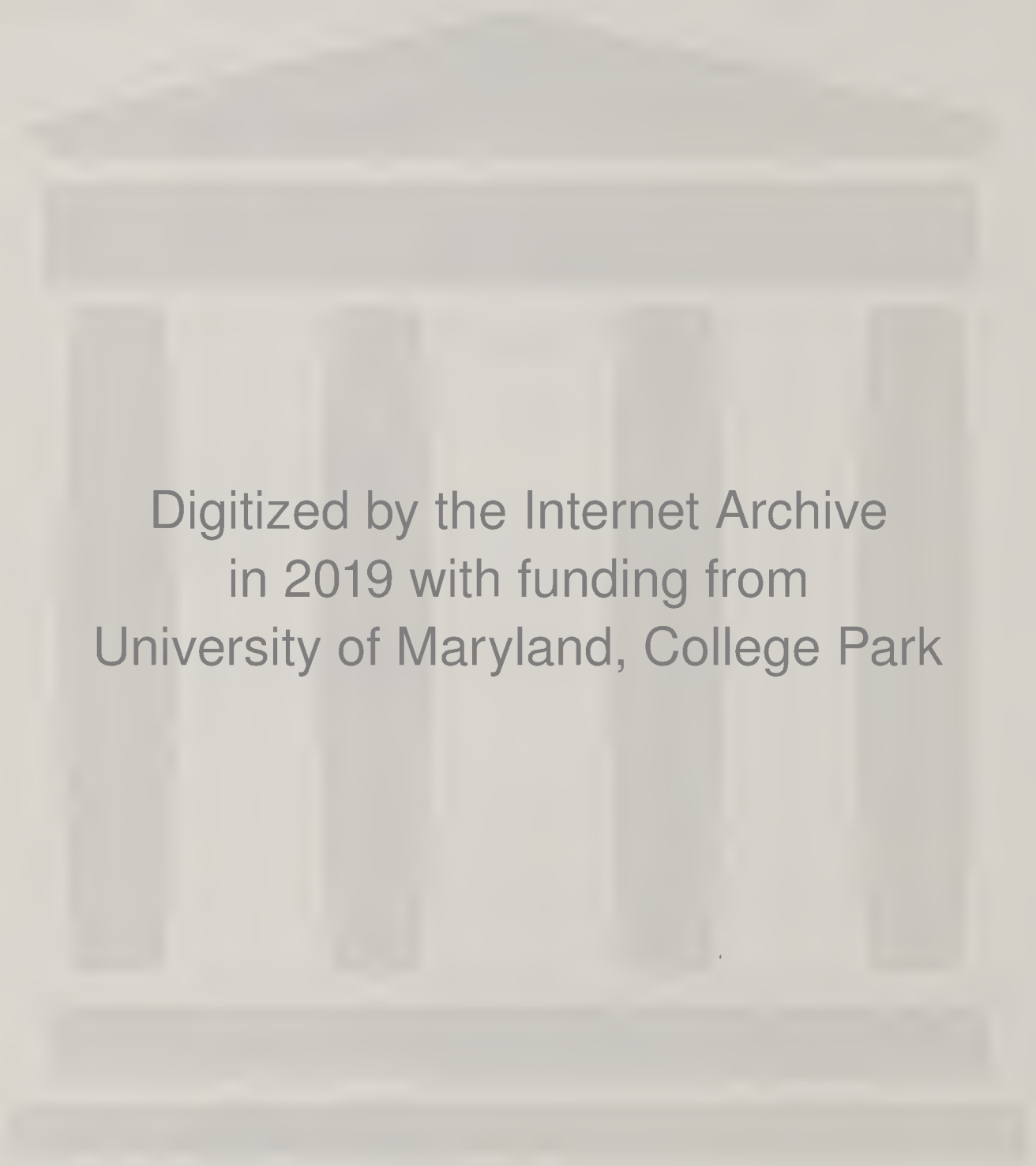
JUBILEE, U.S.A. ABC 8pm Ray Price(S), Frankie Miller(S).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm RETURN - Montana Kid; with Richard Eyer, Steve Brodie, Jean Willes, Richard Devin, Clancy Cooper; Dir- Tom Caar.

LAWRENCE WELK'S DODGE DANCING PARTY ABC 9pm Betty Cox(S).

Brenner (Ed Binns, James Broderick) CBS 9:30pm Blind Spot; (O)George Bellak; REPEAT from 6/27/59.

Gunsmoke (James Arness) CBS 10pm RETURN - with regulars & Darryl Hickman, John Carridine, Susan Lloyd, Frank De Kova.



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ROSS REPORTS — TELEVISION INDEX

SEPTEMBER 7-13, 1959

PROGRAMS · ADVERTISERS · TALENT

VOLUME 11

NUMBER

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EDITOR: Jerry Leichter

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Sept 7)

ABC- 8:30-9pm NYT & LAT, Weekly; DEBUT - John Gunther's High Road - FILM; no. of stations not available. (Replaces Bold Journey, last show Aug 31. High Road will remain in this spot for three weeks and, effective Sept 26, will move to Sat, 8-8:30pm NYT & LAT). § John Gunther is host-narrator for this adventure-travel series designed to give viewers an inside look at a variety of subjects and places. According to Gunther, it's a sort of "inside everywhere."
§ SPONSOR- Ralston Purina Co (Cereals) thru Guild, Bascom & Bonfigli, Inc(S.F.)
§ PKGR & Film Prod- Blue J. Productions, on location; Prod- Jerry Stagg; Assoc Prods & Writers- Philip Shuken, John L. Greene; Dirs of Photog- Various.

CBS- 7:30-8pm NYT & LAT, Weekly; RETURN - Name That Tune - LIVE from NY; 179 stations live and tape. § Sixth season begins for the musical game program, which has been seen via tape repeats from July 27 thru Aug 31. George de Witt is quizmaster for the musical quiz in which pairs of contestants compete for cash prizes.

§ SPONSOR- Whitehall Laboratories Div, American Home Products (Anacin, BiSoDol, Kolynos); Anacin thru Ted Bates & Co., Inc(NY); BiSoDol thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Kolynos thru Tatham-Laird, Inc(Chi).

§ PKGR- Harry Salter with CBS-TV(NY); Exec Prod- Al Singer; Creator & Prod- Harry Salter; Dir- Perry Lafferty; Music Dir- Harry Salter; Prog Anncr- Johnny Olsen.

NBC- 8:30-9pm NYT & LAT, Weekly; RETURN - Tales of Wells Fargo - FILM; no. of stations not available. § Third season begins for the Western drama series, starring Dale Robertson as Wells Fargo agent Jim Hardie in stories based on incidents in the history of the express company. The program has been in re-run from June 22 thru Aug 31.

§ ALTERNATE SPONSORS- 1) American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY). 2) The Procter & Gamble Co (Tide, Zest, Crest, Ivory Snow) thru Benton & Bowles, Inc(NY).

§ PKGR- Overland Productions, Inc(IA); Film Productions with Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Prod- Nat Holt; Dirs- Sidney Salkow, David Rich; Dir of Photog- Bud Thackery; Story Consult- Frank Gruber; Writers- Various; Art Dir- Howard E. Johnson; Music Superv- Joseph E. Romero.

Tuesday (Sept 8)

CBS- 8-8:30pm NYT & LAT, this date only; SPECIAL - Miss America Preview Parade - LIVE from Atlantic City, N. J.; 149 stations live and tape. (Preempts Playhouse of Mystery). § First telecast of the parade of the 54 "Miss America" contestants on the Boardwalk in Atlantic City, N. J., as well as the special state floats. The parade is a regular feature of the week-long Miss America Pageant.

§ SPONSOR- The Maybelline Co thru Gordon Best Co., Inc(Chi).

§ PKGR- CBS News, Special Events(NY); Prod- Paul Levitan; Dir- Vern Diamond; Writer- Harve Fischman; Host & Hostess- Douglas Edwards, Marilyn Van Derbur.

THIS WEEK(Cont'd)

Tuesday(Sept 8)

CBS- 9-9:30pm NYT & LAT, Weekly; DEBUT - Tightrope! - FILM; 139 stations net and delayed. (Replaces Adventure Showcase, last show Sept 1). § Mike Connors stars in this adventure series as a nameless police officer who works undercover in the underworld.

§ SPONSOR- Pharmaceuticals, Inc (Geritol) thru Parkson Advertising Agency, Inc (NY); LA TV Acct Superv- Don Blauhut; NY TV Acct Superv- Lloyd Durant.

§ PKGR- Greene-Rouse Productions(LA); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Cal.; Prods & Dirs- Clarence Greene and Russell Rouse; Dir of Photog- Irving Lippman; Story Ed- Het Manheim; Writers- Various; Music Superv- Irving Friedman.

Wednesday(Sept 9)

CBS- 8-8:30pm NYT & LAT, Weekly for 3 weeks; RETURN - Twilight Theatre - FILM; to the net. (Replaces Keep Talking, last show Sept 2). § Re-runs of anthology dramas previously seen on the net as part of Playhouse of Stars.

§ Sustaining.

§ PKGR- CBS-TV; Film Prod- Meridian Productions; various staffs.

Thursday(Sept 10)

NBC- 8:30-9pm NYT & LAT, Weekly; DEBUT - Staccato - FILM; no. of stations not available. (Replaces The Lawless Years, last show Sept 3). § John Cassavetes stars as jazz pianist Johnny Staccato in this mystery series in a New York setting, also starring Eduardo Ciannelli as Waldo, the proprietor of the spot out of which Staccato operates. Staccato supplements his musician's salary by working as a private investigator. Chick Chandler is featured as police lieutenant Phil Kovac.

§ ALTERNATE SPONSORS- 1) Bristol-Myers Co thru Young & Rubicam, Inc(NY).

2) R. J. Reynolds Tobacco Co (Salem) thru William Esty Co., Inc(NY); Acct Exec- Samuel Northcross.

§ PKGR & Film Prod- Revue Productions, Inc at Revue Studios, Universal City, Cal.; Exec Prod- William Frye; Prod- Everett Chambers; Dirs- Various; Writers- Various; Dir of Photog- Lionel Lindon; Music Superv- Stanley Wilson; Music By- Elmer Bernstein; Art Dir- John Meehan.

Friday(Sept 11)

ABC- 8:30-9pm NYT & ChiT, Weekly thru Oct 2; RETURN - Traffic Court - TAPE; to the net. (Replaces the last half-hour of Walt Disney Presents, which moves this date to 7:30-8:30pm NYT & LAT, in turn replacing The Adventures of Rin Tin Tin, last show Aug 28; see page 71). § Re-runs of dramas reenacting traffic court cases in a Los Angeles courtroom setting. The program was previously on the ABC net from June 18, 1958 thru Sept 28, 1958.

§ Sustaining.

§ PKGR- KABC-TV(LA); Exec Prod- Peter Robinson; Prods- Robert Arbogast, Gene Banks; Dir- Larry Robertson.

NBC- 7:30-8pm NYT & LAT, Weekly; RETURN - People Are Funny - FILM; no. of stations not available. (Replaces Pete Kelly's Blues, last show Sept 4). § Sixth season begins for the audience participation stunt show, at a new day and time, effective this date. The program has previously been seen Saturdays, 7:30-8pm. Art Linkletter returns as m.c., this season presenting some programs filmed in Soviet Russia, West Germany and France, following the same format as the programs filmed in Hollywood.

§ ALTERNATE SPONSORS- 1) Bulova Watch Co thru McCann-Erickson, Inc(NY); Acct Exec- Bob Fenton. 2) Greyhound Corp thru Grey Advertising Agency, Inc(NY); Acct Exec- Walter Grover.

§ PKGR & Film Prod- John Guedel Productions(LA); Prod- John Guedel; Dir- Irv Atkins; Ideas By- Lou Schor, Glenn Wheaton; Prog Anncr- Pat McGeehan.

Friday(Sept 11)

NBC- 8-8:30pm NYT & LAT, Weekly; DEBUT - Troubleshooters - FILM; no. of stations not available. (Replaces the first half-hour of Ellery Queen, 8-9pm, last show Sept 4). § Keenan Wynn and Bob Mathias star in the adventure-drama series as construction supervisors who'll tackle any job anywhere.

§ SPONSOR- Philip Morris, Inc (Marlboro) thru Leo Burnett Co., Inc(Chi); Acct Superv- Owen B. Smith.

§ PKGR- Meridian Productions with United Artists Television, Inc.; Film Prod- Filmaster Productions, Inc at Republic Studios, Studio City, Cal.; Exec Prods- John Gibbs, Richard Steenberg; Prods- Allen Rivkin (1st 13), Frank P. Rosenberg (26); Dirs- Various; Dir of Photog- Emmett Bergholz; Writers- Various.

NBC- 8:30-9:30pm NYT & LAT, this date only; SPECIAL - The Last Quarter - LIVE from NY; to the net. (Preempts the second half-hour of the time formerly occupied by Ellery Queen, last show Sept 4, and the time formerly occupied by M Squad, 9-9:30pm, which moves to 9:30-10pm, effective this date). § A look at major world issues likely to shape events during the last three months of 1959, with Frank McGee as moderator and participant with eight other NBC newsmen from around the world, gathered in NY for the coming visit of Soviet Premier Nikita S. Khrushchev, which will also be discussed on the program.

§ Sustaining.

§ PKGR- NBC News(NY); Prod- Chet Hagan; Dir- Robert Priaulx.

Saturday(Sept 12)

CBS- 9:30-10pm NYT & LAT, Weekly; RETURN - Have Gun, Will Travel - FILM; 172 U. S. stations net and delayed; 30 Canadian. § Third season begins for the Western drama series, starring Richard Boone as Paladin, soldier of fortune on the side of right. The program has been in re-run from June 27 thru Sept 5.

§ ALTERNATE SPONSORS- 1) Lever Bros. Co (Wisk, Lifebuoy) thru J. Walter Thompson Co as Lever agency for the program; Wisk thru BBDO, Inc(NY); Lifebuoy thru SSC&B, Inc(NY). 2) Whitehall Laboratories Div, American Home Products Corp (Anacin, other products) thru Ted Bates & Co., Inc(NY).

§ PKGR & Film Prod- CBS-TV, at California Studios, Hollywood, Cal.; Exec Prod- Edgar Peterson; Prod- Sam Rolfe; Dirs- Various; Dir of Photog- Stuart Thompson.

CBS- 10pm-12midnight NYT & LAT, this date only; SPECIAL - Miss America Pageant - LIVE from Atlantic City, N. J.; 149 stations live and tape. (Preempts Gun-smoke, 10-10:30pm, and Markham, 10:30-11pm). § Telecast of the final portion of the selection and the crowning of Miss America, with Douglas Edwards as TV host and Marilyn Van Derbur (Miss America 1958) as TV hostess. Bert Parks is the Pageant m.c. The telecast will originate in Atlantic City's Convention Hall. The telecast will also include some film highlights of the week's activities.

§ SPONSOR- Philco Corp (All Products) thru Batten, Barton, Durstine & Osborn, Inc(NY):

§ PKGR- CBS News, Special Events(NY); Prod- Paul Levitan; Dir- Vern Diamond; Writer- Harve Fischman.

NBC- 1-1:30pm NYT; 11:30am-12 LAT; RETURN - Watch Mr. Wizard - TAPE, recorded in NY; to the net. § Don Herbert, as "Mr. Wizard," teaches science to youngsters thru demonstrations and serious scientific explanations, with the assistance of 15-year-old Betty Sue Albert (3rd year) and 11-year-old Douglas Lane (2nd year).

§ Sustaining.

§ PKGR- Prism Productions, Inc(NY); Prod- Jules Power; Writer & Researcher- Don Herbert.

NBC- 5-6:30pm NYT (following baseball telecast), and Sept 13, 6-7pm; these dates only; SPECIAL - National Singles Tennis Championships - (Cont'd on next page)

Saturday(Sept 12)

NBC- National Singles Tennis Championships (Cont'd from previous page): TAPE, recorded in NY; to the net. § The semi-final rounds on Saturday and the finals on Sunday will be telecast, with Don Budge, Bill Talbert and Bud Palmer as the commentators, covering the action at the West Side Tennis Club, Forest Hills, N. Y.

§ Sustaining.

§ PKGR- NBC Sports(NY); Prod- Perry Smith.

NBC- 7:30-8:30pm NYT & LAT, Weekly; DEBUT - Bonanza - FILM (COLOR); no. of stations not available. (Replaces People Are Funny, 7:30-8pm, which moved to Fri, 7:30-8pm, effective Sept 11, and the first-half hour of Perry Presents, last show Sept 5). § Adventure series concerning the glory days of the Comstock Lode and the Virginia City silver barons, starring the Cartwrights, a family of a rancher-father and his three sons, starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon in the roles as regulars in the series.

§ ALTERNATE SPONSORS- 1) (Alternate hours) Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clint Wheeler. 2) (Alternate half-hours) Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc(NY); Acct Superv- James E. Kleid.

§ PKGR- NBC-TV at Paramount Studios, Hollywood, Cal.; Prod- David Dortort; Dirs- Various; Music Dir- David Rose; Dir of Photog- Lester Shorr.

NBC- 8:30-9pm NYT & LAT, Weekly; DEBUT - The Man and The Challenge - FILM; no of stations not available. (Replaces the second half-hour of Perry Presents, 8-9pm, last show Sept 5). § Action-adventure series, starring George Nader as former Marine Glen Barton, doctor and scientist, who works as a researcher for the Institute of Human Factors, which tests and trains men for specialized jobs of the present and future. The intricate world of science provides the background.

§ ALTERNATE SPONSORS- 1) R. J. Reynolds Tobacco Co (Winston) thru William Esty Co., Inc(NY); Acct Exec- Grant Thompson. 2) The Chemstrand Corp (Synthetic Fibers) thru Doyle Dane Bernbach, Inc(NY); Acct Superv- Joseph Daly.

§ PKGR & Film Prod- Ziv TV Programs, Inc., at Ziv Studios, Hollywood, Cal.; Prod- Ivan Tors; Dirs- Various; Dir of Photog- Robert Hoffman; Writers- Various.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Deputy - FILM; no. of stations not available. (Replaces Black Saddle, last show Sept 5). § Henry Fonda stars in this Western adventure series as Chief Marshal Simon Fry in the Arizona Territory of the 1880's, with Allen Case as storekeeper and deputy Clay McCord, Wallace Ford as Town Marshal Herk Lampson, and Betty Lou Keim as McCord's 17-year-old sister Fran. Fonda stars in at least six episodes and appears in all.

§ ALTERNATE SPONSOR- Kellogg Co (All Products) thru Leo Burnett Co., Inc(Chi); Acct Superv- Roy S. Lang. Alternate week sustaining, open.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc, at Revue Studios, Universal City, Cal.; Exec Prod- William Frye; Prod- Michel Kraike; Dirs- Various; Creators & Head Writers- Roland Kibbee, Norman Lear.

Sunday(Sept 13)

ABC- 7:30-8:30pm NYT & LAT, Weekly; RETURN - Maverick - FILM; 137 stations net and delayed. Third season begins for the Western adventure series, starring James Garner as Bret and Jack Kelly as Bart Maverick, slightly larcenous, poker-playing brothers, who get in and out of trouble throughout the West. The program has been in re-run from April 5 thru Sept 6.

§ SPONSORS- Kaiser Industries (All Divisions and Products) thru Young & Rubicam, Inc(S.F.); Acct Superv- William Calhoun. Alternate Weeks, one-quarter hour: The Drackett Co (Windex, Drano, Twinkle) thru Young & Rubicam, Inc(NY).

§ PKGR & Film Prod- Warners TV Div, Warner Bros. Pictures, at Warners Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Coles Trapnell; Dirs- Various; Dir of Photog- Edwin DuPar; Writers- Various.

Sunday(Sept 13)

CBS- 11-11:30am NYT; Weekly; RETURN - U. N. in Action - LIVE, TAPE & FILM from NY; to the net. (Replaces Eye on New York, last show Sept 5, which reverts to local NY showings, at it alternates semi-annually on the net with U. N. in Action). § Larry LeSueur, program moderator, interviews top U. N. diplomats live or on tape, and examines the important U. N. story of the week. The program also presents film and tape highlights of important U. N. debates of the week. § Sustaining, public service. § PKGR- CBS News, Public Affairs(NY); Prod- Harry Rasky; Film Segments Narrator- George Hicks; Writer- David Ebin.

CBS- 12noon-1pm NYT, this date only; SPECIAL - Harlem -- A Self Portrait - FILM; to the net. § Bill Leonard is narrator for this attempt to tell the story of Harlem's relationship to the rest of the New York community, as seen from the Harlem point of view. It investigates the tensions and conditions that exist in the area in all fields, through the words of the people interviewed in Harlem. The program was presented originally over WCBS-TV(NY) on August 18. § Sustaining. § PKGR- WCBS-TV(NY); Prod- CBS News, Special Program Unit(NY); Prod & Writer- John Sharnik; Camera- Arthur Kinghan.

NBC- 7-8pm NYT & LAT, Weekly; DEBUT - Riverboat - FILM; no. of stations not available. (Replaces Midwestern Hayride, 7-7:30pm, last show Sept 6, and the first half-hour of Suspicion, 8-9pm, last show Sept 6). § Adventure series starring Darren McGavin as Grey Holden, owner of the Mississippi steamboat Enterprise in this story of life on the river in the 1840's, with Burt Reynolds as Dick Steel, captain of the Enterprise, which covers the river from New Orleans to St. Louis.

§ ALTERNATE SPONSOR- Corn Products Co (Mazola Oils, Skippy Peanut Butter, Karo Syrups, Hellman's Mayonnaise, Best Foods Division Products, others); Mazola and Karo thru Lennen & Newell, Inc(NY); Skippy Peanut Butter thru Guild, Bascom & Bonfigli(S.F.); Hellman's and Best Foods thru Dancer-Fitzgerald-Sample, Inc(NY). Alternate hour sustaining, open.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Exec Prod- Richard Lewis; Prods- Jules Bricken, others; Dirs- Various; Writers- Various.

NBC- 8-9pm NYT & LAT, this date only; SPECIAL - East Africa: The Search for Equality - FILM; to the net. (Replaces the second half-hour of Suspicion, 8-9pm, last show Sept 6, and Dragnet, 8:30-9pm, last show Sept 6.) § Chet Huntley is commentator for the first of two one-hour programs examining African nationalism (the second to be presented later, date to be announced). The first program focuses on the three East African nations in the Federation of the Rhodesias and Nyasaland, presents interviews with key leaders in the territories. § Sustaining.

§ PKGR- NBC News; Prod- Reuven Frank; Dir- Jack Sughrue; Camera- John Peters; Writer-Correspondent- Piers Anderton.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Oh Boy (Thu, 7:30-8pm NYT & LAT) Last show Sept 3; replaced by a documentary film series.

Crusade for Peace--1959; SPECIAL Sept 6; Sun, 3:30-4pm NYT; LIVE & FILM from NY; to the net. § ABC News analysis of the effects of President Eisenhower's current trip to Europe, with Don Goddard as program moderator.

§ Sustaining.

§ PKGR- ABC News; Dir- Marshal Diskin.

OTHER NETWORK CHANGES(Cont'd)

CBS- The President Speaks in London; SPECIAL Sept 1; Tue, 10-10:30am NYT; this date only; TAPE, recorded in London, flown to NY, to the net. (Preempts On the Go). § Telecast of the informal talk by President Eisenhower with British Prime Minister Harold Macmillan, presented over British television on August 31, Monday. (The program was shown again on Tuesday, Sept 1, 8-8:30pm NYT & LAT, preempting Playhouse of Mystery. LA morning showing was 9-9:30am LAT).
§ PKGR & Prod- CBS News (London), videotape recording of British telecast.

NBC- Today (Mon thru Fri, 7-9am, all zones) Production staff changes, effective Sept 1: Eugène S. Jones, associate producer, promoted to program manager, first asst to producer Robert L. Bendick. Paul J. Cunningham, formerly managing editor, upped to associate producer (the managing editor post has been dropped). Norman Kahn named an associate producer.

TALENT SHOWSHEET and SCRIPT REPORT

SEPTEMBER 7 - SEPTEMBER 13

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Alcoa-Goodyear Theatre, Alcoa Presents, Armstrong Circle Theatre, Arthur Murray Party, Bat Masterson, Black Saddle, Buckskin, Steve Canyon, Cheyenne, Cimarron City, Colt 45, Bob Cummings Show, Father Knows Best, General Electric Theatre, Alfred Hitchcock Presents, Lawman, Leave It To Beaver, Life & Legend of Wyatt Earp, Lineup, Lux Playhouse, Dick Powell's Zane Grey Theatre, Millionaire, Naked City, David Niven Show, Northwest Passage, Peter Gunn, Playhouse 90, Real McCoy's, Richard Diamond, Private Detective, Rifleman, Rough Riders, Phil Silvers Show, '77 Sunset Strip, Sugarfoot, The Californians, The Restless Gun, The Thin Man, Danny Thomas Show, Tombstone Territory, Trackdown, Wagon Train, Yancy Derringer, Loretta Young Show, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

CAPTAIN KANGAROO; SATURDAY September 5; CBS 9:30am - ADD: Russ Burgess & his trained birds.

DICK CLARK SHOW; SATURDAY September 5; ABC 7:30pm - ADD: Anita Bryant(S), Frankie Avalon(S), Duane Eddy(M), Jan & Dean(S).

Gunsmoke; SATURDAY September 5; CBS 10pm - ADD: (O)Les Crutchfield; (A)John Meston.

LAMP UNTO MY FEET; SUNDAY September 6; CBS 10am - ADD: A Cance for the River; (O)Herbert Appleman; with Geoffrey Lumb, John McLiam, Archie Smith, Norman Rose, P.J. Sidney.

LOOK UP AND LIVE; SUNDAY September 6; CBS 10:30am - ADD: The Cure of Ars; (O)Herbert Appleman; with Michael Constantine, Jane Hoffman, Leslie Barrie, Nancy Marshall.

CAMERA THREE; SUNDAY September 6; CBS 11:30am - ADD: Ford Rainey, Wayne Tippitt, Michael Tolan, Frederick Rolf, Peter Falk, Tom Clancy, Ellen Madison, Jacqueline Brookes, Maggie O'Byrne.

CHEVY SHOW; SUNDAY September 6; NBC 9pm - ADD: Shari Lewis(C), Rose Marie(C), Eddie Foy(C).

MONDAY SEPTEMBER 7

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POLKA GO ROUND	ABC 7:30pm	Bulgarian Dancers.
<u>The Texan</u> (Rory Calhoun)	CBS 8pm	with Robert J. Wilke, John Berardino, Anne Neyland, Tom London, Kathryn Card, Harry Harvey Sr., Kenneth MacDonald, Henry Rowland, Richard Adams.
<u>Tales of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	RETURN - <u>Young Jim Hardie</u> ; (O)William Fay; with Walter Sande, Robert Nichols, John Dehner, Kelly Thordsen, Vito Scotti, Kit Carson, Sid Cassaday, Rusty Lane; Dir- Sidney Salkow
<u>Desilu Playhouse</u>	CBS 10pm	<u>Shootout at Sundown</u> ; (O)Douglas Heyes, Roy Irwin; REPEAT from 3/30/59, under the title <u>The Hard Road</u> .

TUESDAY SEPTEMBER 8

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JIMMY RODGERS SHOW	NBC 8:30pm	Johnny Cash(S), Cathy Carr(S), The Playmates(S).
<u>Tightrope</u> (Michael Connors)	CBS 9pm	PREMIERE - <u>Getaway Day</u> ; (O)Russell Rouse, Clarence Greene; with Fred Wayne, Robert Aibiley, Ed Nelson, Emerson Treacy, Doreen Lang, Nelson Leigh, John Bryant, Ann McCrea, Sandy Warner, James Anderson; Dir- Russell Rouse.
ANDY WILLIAMS SHOW	CBS 10pm	Dorothy Collins(S), Kay Ballard(S), Jim Backus(A-C), Leslie Uggams(S).

WEDNESDAY SEPTEMBER 9

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|                    |            |                                                                                                                                                                                                      |
|--------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u> | NBC 7:30pm | <u>The Kitty Angel Story</u> ; (O)Leonard Praskins; REPEAT from 1/7/59.                                                                                                                              |
| DAVE KING SHOW     | NBC 9pm    | Johnny Mercer(S).                                                                                                                                                                                    |
| U.S.Steel Hour     | CBS 10pm   | <u>The Case of Julia Walton</u> ; (O)Jay Ingram; (A)Harold Gast; with Nina Poch, Alan Baxter, Jeffrey Lynn, Michael Dreyfus, Peter Lazer, Sydney Pcllack, Martin Rudy, Robert Lansing, Geoffrey Lumb |

THURSDAY SEPTEMBER 10

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<u>Staccato</u> (John Cassavetes)	NBC 8:30pm	<u>The Naked Truth</u> ; (O)Richard Berg; with Michael Landon, Eduardo Ciannelli, Chic Chandler, Stacy Harris, Nick Cravat, Ruta Lee, Robert H. Harris, Barbara Blakeley, Devon Jackson, Dena Arlin, Pete Candoli, Barney Kessel, Shelly Manne, Red Mitchell, Red Norvo, Johnny Williams; Dir- Joseph Pevney; PREMIERE.
PLAYHOUSE 90	CBS 9:30pm	<u>Old Man</u> ; (O)William Faulkner; (A)Horton Foote; REPEAT from 11/20/58.
<u>21 Beacon Street</u> (Dennis Morgan)	NBC 9:30pm	with regulars & Paul Richards, Robert Brubaker.

FRIDAY SEPTEMBER 11

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|                                                         |            |                                                                                   |
|---------------------------------------------------------|------------|-----------------------------------------------------------------------------------|
| <u>Rawhide</u><br>(Eric Fleming, Clint Eastwood)        | CBS 7:30pm | <u>Incident of the Golden Calf</u> ; (O)Endre Boehm; REPEAT from 3/13/59.         |
| <u>Walt Disney Presents</u>                             | ABC 7:30pm | RETURN - NEW TIME - <u>Niok</u> ; (filmed in Cambodian jungle, with native cast). |
| <u>Troubleshooters</u><br>(Keenan Wynn, Robert Mathias) | NBC 8pm    | <u>Liquid Death</u> ; with Frank Dugan; PREMIERE.                                 |

MULTIPLE AND ACROSS THE BOARD SHOWS SEPTEMBER 7 - SEPTEMBER 11

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TODAY	NBC 7am	Wynne Miller(A-S) Girl-of-the-week; 9/7- The Mime and Me(two pantomimists); 9/9- Carlos Montoya(M); 9/10- John Klein(M); 9/11- Larry Carr(M-S).
SAM LEVENSON SHOW	CBS 10:30am	9/7- Ed and Pegeen Fitzgerald; 9/10- Jessica Tandy(A), Hume Cronyn(A).
AMERICAN BANDSTAND	ABC 4pm	8/8- Jerry Wallace(S); 8/9- The Fireflies(S); 9/11- Mitchell Torak(S).
JACK PAAR SHOW	NBC 11:15pm	9/7- Joey Bishop(mc-C), Pat Carroll(C), Red Buttons(C), Sandy Stewart(S); 9/8- Hermione Gingold(C), Joey Bishop(C), Harry Mimmo(C), Anita Bryant(S); 9/9- Arlene Francis(C), Theodore Bikel(A-S), Phyllis Diller(C), Florence Henderson(S); 9/10- George Jessel(C), Peggy Cass(C), Jack Haskell(S).

SATURDAY SEPTEMBER 12

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|                 |            |                                                                                                                                                                                                                                                                                                      |
|-----------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY      | NBC 12Noon | (O)Michelle Cousin; with Philip Sterling, Arthur Storch, Harrison Dowd.                                                                                                                                                                                                                              |
| DICK CLARK SHOW | ABC 7:30pm | Paul Anka(S), Roberta Shaw(S), Bobby Rydell(S).                                                                                                                                                                                                                                                      |
| <u>Bonanza</u>  | NBC 7:30pm | PREMIERE - <u>A Rose For Letta</u> ; (O)David Dortort; with Lorne Greene, Pernell Roberts, Dan Blocker, Michael Landon (these four become regulars), Yvonne De Carlo, George Macready, Barry Kelley, Willis Bouchey, Victor Sen Young, Christopher Dark, Sammee Tong, Ned Glass; Dir- Edward Ludwig. |

SATURDAY SEPTEMBER 12 (Cont'd)

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JUBILEE, U.S.A. ABC 8pm Faron Young(S), Smiley Burnette(S)

Wanted - Dead or Alive CBS 8:30pm with John Collier, Mort Mills, Virginia Gregg, James  
(Steve McQueen) Westerfield, Helen Kleeb, Paul Engle.

The Man and the NBC 8:30pm The Sphere of No Return; (O)Lee Erwin; with Joyce Mea-  
Challenge (George Nader) dows, Paul Burke, Raymond Bailey, Keith Vincent, Frank  
Kirby; Dir- Andrew Marton; PREMIERE.

LAWRENCE WELK'S DODGE ABC 9pm Molly Bee(S).

Brenner CBS 9pm Word of Honor; (O)Alvin Boretz; REPEAT from 7/18/59.  
(Ed Binns, James Broderick)

The Deputy NBC 9pm PREMIERE - Badge for a Day.  
(Henry Fonda, Allen Chase)

Have Gun, Will Travel CBS 9:30pm RETURN - (O)Julian Fink; with Harry Bartell, John An-  
(Richard Boone) derson, Don Megowan, King Calder, Pamela Lincoln, Kam  
Tong, Stacey Harris; Dir- Ida Lupino.

SUNDAY SEPTEMBER 13

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LAMP UNTO MY FEET CBS 10am The Stone and the Savior; (O)Theodore W. Chase; with  
Dorothy Peterson, Judith Robinson, Karel Stepanek,  
Vincent Gardenia.

LOOK UP AND LIVE CBS 10:30am Priest and Poet - Gerald Manley Hopkins; (O)Peter Van  
Doren; with Edward Mulhare.

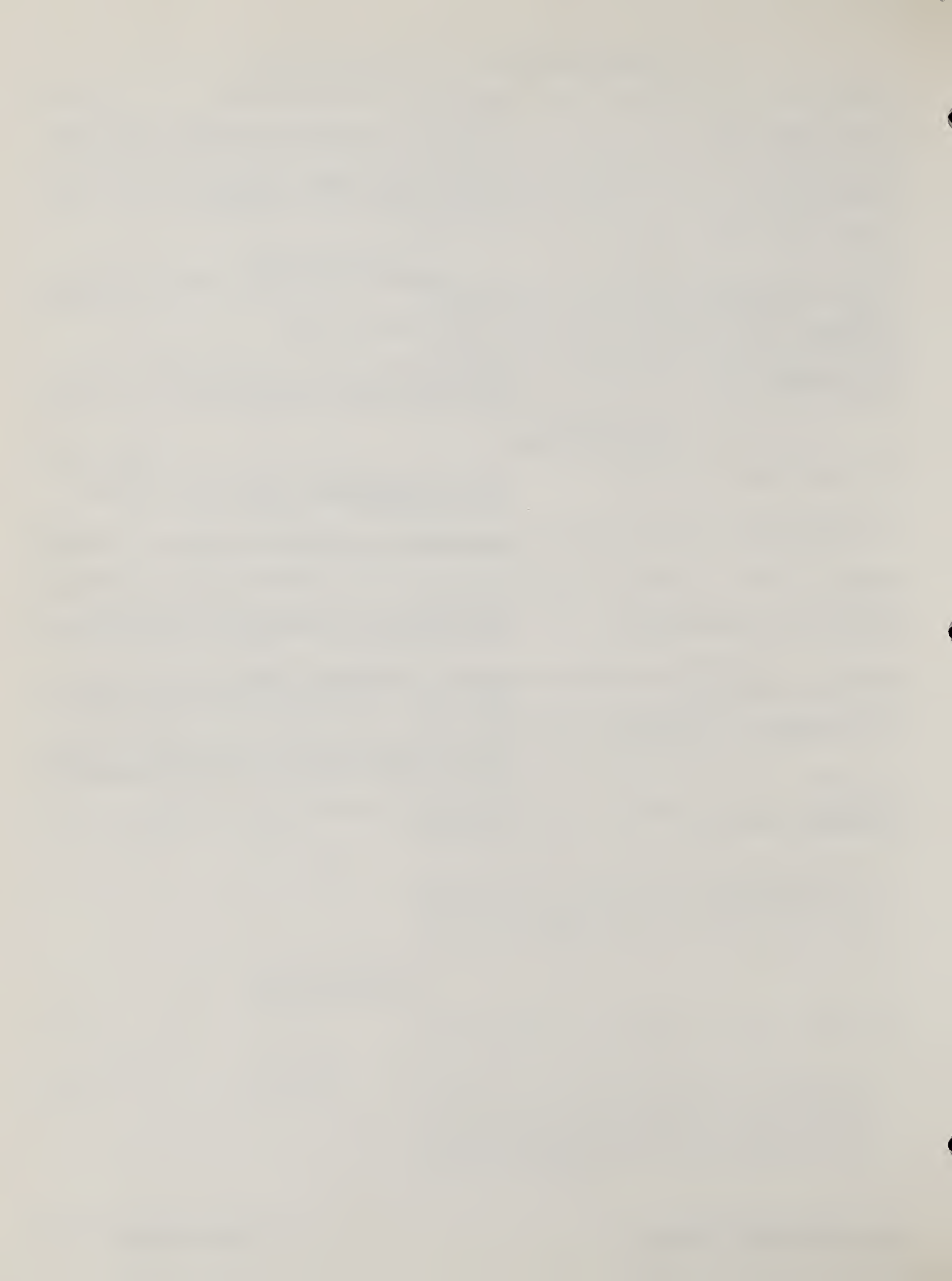
Lassie CBS 7pm with regulars & Emory Parnell, Ed Cobb, Robert Burton.

Riverboat NBC 7pm Payment in Full; with Aldo Ray, Barbara Bel Geddes,  
(Darren McGavin, Burt Reynolds) Louis Hayward, William Bishop, Nancy Gates; (O-D)Doug-  
las Heyes; PREMIERE.

Maverick ABC 7:30pm Pappy; (O-D)Montgomery Pittman; with Henry Danielle,  
(James Garner, Jack Kelly) Adam West, Troy Donahue, Virginia Gregg, Michael Forest,  
Kaye Elhardt, John Hubbard, Chubby Johnson; RETURN.

ED SULLIVAN SHOW CBS 8pm Edith Piaf(S), Jack Carter(C), Arnold Stang(C), Jane  
Morgan(S), Itznak Perlman(M), Rickie Layne(Ventriloquist)  
Flaviano Labo(S), Harrison and Fisher(D), Hubert Castle  
(Tightrope artist), Latona, Graham and Chadel(Acrobats).

CHEVY SHOW NBC 9pm Pat Carroll(C), Howard Morris(C), Sam Butera and the  
(Janet Blair, John Raitt) Witnesses(M).





# ROSS REPORTS - TELEVISION INDEX

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EDITOR: Jerry Leichter

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday (Sept 15)

ABC - 11:30am-1pm, this date, also various times, Sept 16 thru 18, 21 thru 27;  
SPECIALS - Khrushchev Visit to U. S. Coverage - LIVE, TAPE & FILM, from various cities, to the net. (All programming preempted during periods noted) § The tentative schedule of telecasts concerning Soviet Premier Nikita S. Khrushchev's visit to the U. S., is as follows: Sept 15, Tue, 11:30am-1pm - Arrival by air at Washington, LIVE; 10:30-11pm - Tape and film recap of day's events. Sept 16, Wed, 1:30-3:30pm - Khrushchev's address before National Press Club, Washington, LIVE; 9:30-10pm - Tape and film recap of day. Sept 17, Thu, 10-10:30pm - Tape and film recap, Khrushchev arrival in NY. Sept 18, Fri, 3-4:30pm - Khrushchev's address before the U. N. General Assembly in NY, LIVE; 8:30-9pm - Tape and film recap of day. All times are NYT and are tentative. Schedule for the week of Sept 21 thru 27 will be listed next week.

ABC - 7:30-8:30pm NYT & LAT, Alternate Weeks; RETURN - Sugarfoot - FILM; 135 stations, net and delayed. § Third season begins for the Western drama series, starring Will Hutchins as Tom Brewster in the title role. The program has been in re-run from June 23 thru Sept 1.

§ SPONSORS - Participating: American Chicle Co thru Ted Bates & Co., Inc(NY); Whitehall Laboratories Div, American Home Products Corp thru Ted Bates & Co., Inc(NY), as agency of record; The Glidden Co (Durkee Foods) thru Meldrum & Fewsmith, Inc(Cleve); Carnation Co (Milk Products) thru Erwin Wasey, Ruthrauff & Ryan, Inc(LA); General Mills, Inc (Dog Food, Cereals) thru Tatham-Laird, Inc(Chi); National Carbon Co, Div of Union Carbide Corp (Prestone, Eveready Products) thru William Esty Co., Inc(NY); Luden's Inc thru J. M. Mathes, Inc(NY); Corning Glass Works thru N. W. Ayer & Son, Inc(NY); Elgin National Watch Co thru J. Walter Thompson Co(NY).

§ PKGR & Film Prod - Warners TV Div, Warner Bros. Pictures, at Warners Studios, Burbank, Cal.; Exec Prod - William T. Orr; Prod - Harry Tatelman; Dirs - Various; Dir of Photog - Edwin DuPar; Art Dir - William Campbell; Writers - Various.

ABC - 8:30-9pm NYT & LAT, Weekly; RETURN - The Life and Legend of Wyatt Earp - FILM; 141 stations net and delayed. § Fifth season begins for the Western adventure series, starring Hugh O'Brian in the title role. This season, Earp moves to Tombstone, Ariz. The program has been in re-run from June 2 thru Sept 8.

§ ALTERNATE SPONSORS - 1) General Mills, Inc (Cheerios, Gold Medal Flour) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv - Gordon Johnson. 2) The Procter & Gamble Co (Gleem, Drene) thru Compton Advertising, Inc(NY); Acct Superv - John Cross.

§ PKGR - Wyatt Earp Enterprises, Inc(LA); Film Prod - Desilu Productions, Inc at Desilu Studios, Hollywood, Cal.; Exec Prod - Louis F. Edelman; Prod - Robert F. Sisk; Dir - Roy Rowland; Dir of Photog - Robert Houser; Art Dir - Richard Berger; Writers - Frederick Hazlitt Brennan, John Dunkel.

Tuesday(Sept 15)

ABC- 10-10:30pm NYT & LAT, Weekly; RETURN - Alcoa Presents - FILM; 100 stations net and delayed. § Second season begins for the drama anthology series based on supranormal experiences of people, starring John Newland as host-narrator and director. The series debuted Jan 20, 1959. It has been in re-run from June 30 thru Sept 8 (a change from originally announced re-run schedule; see page 55). § SPONSOR- Aluminum Co of America (All Products) thru Fuller & Smith & Ross, Inc(Pitt & NY); Acct Exec- Everett Gammon(NY). § PKGR & Film Prod- One Step Beyond Productions, at MGM Studios, Hollywood, Cal.; Prod- Collier Young; Creator & Assoc Prod- Merwin Gerard; Dir- John Newland; Dir of Photog- Dale Deverman; Writers- Larry Marcus (head), others.

CBS- 11:30am-1pm NYT, this date, also various times, Sept 16 thru 18, Sept 21 thru 24, and 27; SPECIALS - Khrushchev Visit to U. S. Coverage - LIVE, TAPE & FILM, from various cities, to the net. (All programming preempted during periods noted). § Seven scheduled programs are part of the Eyewitness to History series (see page 72), sponsored by Firestone Tire & Rubber Co, as follows: Sept 15, Tue, 7:30-8pm NYT - Khrushchev's arrival, TAPE; Sept 16, Wed, 8-8:30pm NYT - Highlights of Khrushchev's National Press Club speech and news conference, TAPE & FILM; Sept 17, Thu, 7:30-8pm NYT - Highlights of Khrushchev's NY tour and his appearance at a NY Economics Club dinner, TAPE & FILM. Schedule for the week of Sept 21 thru 27 will be listed next week. § Spot news coverage schedule, not part of Eyewitness to History series, is as follows: Sept 15, Tue, 11:30am-1pm - Khrushchev arrival in Washington, LIVE; Sept 16, Wed, 1:30-3:15pm - Khrushchev speech before National Press Club, LIVE; Sept 18, Fri, 3-4:30pm - Khrushchev's address to the U. N. General Assembly, LIVE. The remainder of the schedule will be listed next week.

NBC- 11:30am-12:45pm NYT, this date, also various times, Sept 16 thru Sept 20, 21 thru 27; ADD SPECIALS - Journey to Understanding: Khrushchev Visit to the U. S. - LIVE, TAPE & FILM, from various cities, to the net. (All programming preempted during periods noted). § The schedule of telecasts concerning Soviet Premier Khrushchev's visit, group added to original program series title, see page 72. The original The VIP title has been discarded. The Khrushchev schedule: Sept 15, Tue, 11:30am-12:45pm - Khrushchev arrival in Washington, LIVE; 9-9:30pm - Report on Khrushchev's first day in Washington, LIVE, TAPE & FILM. Sept 16, Wed, 1:30-3:15pm NYT - Khrushchev's appearance before National Press Club, LIVE. Sept 17, Thu, 7:30-8pm NYT - Commentary on Khrushchev Press Club appearance, LIVE & TAPE. Sept 18, Fri, 3-4:30pm NYT - Khrushchev address to U. N. General Assembly, LIVE. Sept 19, Sat, 9:30-10:30pm NYT - Highlights and commentary on Khrushchev NY visit, LIVE, TAPE & FILM. Sept 20, Sun, 6:30-7pm NYT - Chet Huntley Reporting on aspects of Khrushchev visit, LIVE, TAPE & FILM. The remainder of the schedule for the week of Sept 21 thru 27 will be listed next week.

NBC- 7:30-8:30pm NYT & LAT, Weekly; DEBUT - Laramie - FILM; no. of stations not available. (Replaces Northwest Passage, 7:30-8pm, last show Sept 8, and Steve Canyon, 8-8:30pm, last show Sept 8). § Western adventure series concern- the efforts of two brothers, a self-appointed foster father and a young saddle tramp to carve out a living in frontier Wyoming, starring John Smith as Slim Sherman; Bobby Crawford, Jr., as his young brother Andy; Hoagy Carmichael as Jonesy, and Robert Fuller as Jess Harper, the drifter. § SPONSORS- (each has one-third of the program, alternate weeks; other periods open) 1) Liggett & Myers Tobacco Co (Chesterfields, Oasis) thru McCann-Erickson, Inc(NY); Acct Superv- James E. Kleid. 2) Anahist Research Laboratories Div, Warner Lambert Pharmaceutical Co (Anahist, Super Anahist Products) thru Ted Bates & Co., Inc(NY); Acct Superv- C. L. MacNelly. § PKGR- MCA-TV; Film Prod- Revue Productions, Inc at Revue Studios, Universal City, Cal.; Exec Prod- Richard Lewis; Prod- John Champion, others; Dirs- Various; Assoc Prod- James E. Newcom; Music Superv- Stanley Wilson; Writers- Various.

THIS WEEK(Cont'd)

Tuesday(Sept 15)

NBC- 8:30-9pm NYT & LAT, Weekly; DEBUT - Fibber McGee and Molly - FILM; 143 stations net and delayed. (Replaces The Jimmie Rodgers Show, last show Sept 8). § Situation comedy series, starring Bob Sweeney and Cathy Lewis in the roles made famous in over 20 years of radio by Jim and Marian Jordan; with Hal Peary recreating his radio role as Mayor La Trivia, Addison Richards as Doc Gamble, Barbara Beard as Teeny, Paul Smith and Elisabeth Fraser as Roy and Hazel Norris, parents of Teeny.

§ ALTERNATE SPONSORS- 1) Standard Brands, Inc (Chase & Sanborn Coffee, Margarine) Chase & Sanborn thru J. Walter Thompson Co(NY), agency of record; Fleischman Margarine thru Ted Bates & Co., Inc(NY).

§ PKGR & Film Prod- NBC-TV at MGM Studios, Culver City, Cal.; Prod & Dir- William Asher; Dir of Photog- William Spence; Writers- Bill Davenport (head), Hugh Wedlock, Howard Snyder.

Wednesday(Sept 16)

CBS- 9-9:30pm NYT & LAT, Weekly; RETURN - The Millionaire - FILM; 167 stations net and delayed. § Sixth season begins (including a half-season) for this drama anthology series, with each story based on the reaction by someone to a gift of a million dollars from an unknown benefactor, represented by Marvin Miller as Michael Anthony, who appears in every episode of the series. The program has been in re-run from June 10 thru Sept 9.

§ SPONSOR- Colgate-Palmolive Co (Colgate Dental Cream, Palmolive Soap, Lustre Creme, Vel Liquid) Dental Cream and Soap thru Ted Bates & Co., Inc(NY); Acct Superv- Ronald Bradley(Colgate), C. P. Dixon(Palmolive); Lustre Creme and Vel Liquid thru Lennen & Newell, Inc(NY); Acct Superv- Gordon Cates(Lustre), G. B. Baker(Vel).

§ PKGR & Film Prod- Don Fedderson Productions at Desilu Studios, Hollywood, Cal.; Exec Prod- Fred Henry; Prod- Don Fedderson; Dirs- James Sheldon, Robert Altman; Dir of Photog- Robert H. Planck; Writers- Various.

CBS- 10-11pm NYT & LAT, this date only; SPECIAL - The Arthur Godfrey Show - TAPE, recorded in NY, Virginia, Hawaii; 132 stations net and delayed. (Preempts Armstrong Circle Theater). § Arthur Godfrey is star and host of the first of a tentative series of four special programs during the season, each with a variety format and guest stars.

§ SPONSORS- Benrus Watch Co thru Grey Advertising Agency, Inc(NY); Kitchens of Sara Lee thru Cunningham & Walsh, Inc(Chi); The Hoover Co (Appliances) thru Leo Burnett Co., Inc(Chi).

§ PKGR- Arthur Godfrey with CBS-TV(NY); Prod- Charles Andrews; Dir- Bill Hobin; Music Dir- Dick Hyman; Set Design- Al Brenner; Costumes- Ann Eckert; Choreog- Edith Barstow; Prodn Consult- Bruno Zirato, Jr.; Assoc Dir- Frank Leicht.

Thursday(Sept 17)

CBS- 2-3pm NYT & LAT, 2nd program in irregular series; SPECIAL - Woman! - FILM; approx 126 stations net and delayed. (Preempts For Better or Worse, 2-2:30pm, and Linkletter's House Party, 2:30-3pm). § Second in a special series of programs, exploring matters of great interest to women. This second program, with Esther Williams as narrator, asks, "Is The American Woman Losing Her Femininity?" and was filmed in and around San Francisco. The first program in the series was presented May 19, 1959 (see page 42).

§ SPONSOR- Dow Chemical Co (Saran Wrap) thru MacManus, John & Adams, Inc(Det); Acct Exec- Richard Monley.

§ PKGR- CBS News, Public Affairs(NY); Prod- James Fleming; Dir- Al de Caprio; Assoc Prod- Richard Siemanowski; Consult- Helen Valentine; Writer- James Fleming; Cameras- Julian Townsend, Richard Miller; Research- Edith Luray, Sandra Waldman.

Thursday(Sept 17)

NBC- 9-9:30pm NYT & LAT, Weekly; RETURN - Bachelor Father - FILM; 144 stations net and delayed. § Third season for the situation comedy series, which debuted over CBS on September 15, 1957, and moved to NBC on June 18, 1959; starring John Forsythe in the title role as Hollywood lawyer Bentley Gregg, who is guardian for his teenage niece Kelly, played by Noreen Corcoran; with Samee Tong as Peter, Gregg's houseboy. The program has been in re-run since its NBC debut, thru Sept 10.

§ ALTERNATE SPONSORS- 1) American Tobacco Co (Dual Filter Tareyton) thru Lawrence C. Gumbinner Advertising Agency, Inc(NY); Acct Exec- Paul Gumbinner.

2) Whitehall Laboratories Div, American Home Products Corp (Anacin, Dristan); Anacin thru Ted Bates & Co., Inc(NY), agency of record; Acct Exec- James Benham; Dristan thru Tatham-Laird, Inc(NY); Acct Exec- Joan Summerville.

§ PKGR- Bachelor Productions; Film Prod- Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Prod- Everett Freeman; Dirs- Sidney Lanfield, others; Dir of Photog- William A. Sickner; Writers- Si Rose, Seaman Jacobs.

Friday(Sept 18)

CBS- 7:30-8:30pm NYT & LAT, Weekly; RETURN - Rawhide - FILM; 147 stations net, 15 delayed (Lever); 131 stations net, 27 delayed (Philip Morris). § Second season begins for this Western adventure series starring Eric Fleming as trail boss Gil Favor and Clint Eastwood as Rowdy Yates, with regular featured players, Sheb Wooley, Paul Brinegar, Jim Murdock, Steve Raines and Rocky Shahan. The program has been in re-run most weeks, since May 29, thru Sept 11.

§ SPONSORS- 1) Lever Bros. Co (Stripe Toothpaste, Handy Andy, Dove); Stripe thru J. Walter Thompson Co(MY); Handy Andy thru Kenyon & Eckhardt, Inc(NY), which becomes agency of record as of Oct 14; Dove thru Ogilvy, Benson & Mather, Inc(NY).

2) The Pharma-Craft Corp., Inc (Fresh, Coldine) thru J. Walter Thompson Co(NY).

3) Philip Morris, Inc (Parliament) thru Benton & Bowles, Inc(NY); Acct Exec- William Apy.

§ PKGR & Film Prod- CBS-TV at MGM Studios, Culver City, Cal.; Exec Prod- Edgar Peterson; Prod- Charles Marquis Warren; Dirs- Stuart Heisler, William Claxton, others; Dir of Photog- John Nickolaus; Writers- Various.

NBC- 8:30-9:30pm NYT & LAT, this date only; SPECIAL - America Pauses in September - TAPE & FILM, recorded in various locales; no. of stations unavailable.

§ Variety show featuring the highlights of September as the transition month between summer and fall, with Burgess Meredith as host-narrator, introducing features recorded or photographed in areas ranging from the liner Queen of Bermuda in the Atlantic to Hawaii, with stops all through the U. S.

§ SPONSOR- The Coca-Cola Co thru McCann-Erickson, Inc(NY); Acct Superv- Neal Gilliatt.

§ PKGR- McCann-Erickson, Inc(NY); Prod- Alan Neuman; Dirs- Sid Smith, Lee Tredanari; Location Prods- Dave Englander, Ed Pierce; Music Dir- Harry Sosnik.

NBC- 9:30-10pm NYT & LAT, Weekly; RETURN - M Squad - FILM; 147 stations net and delayed. § Third season begins for this police-suspense series, starring Lee Marvin as Detective Lt. Frank Ballinger of the Chicago Police Dept. The program has been in re-run since July 10 thru Sept 11. It changed time from its former 9-9:30pm spot on Sept 11.

§ ALTERNATE SPONSORS- 1) American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Clifford Spiller. 2) Sterling Drug Inc, Glenbrook Laboratories Div (Bayer Aspirin, Phillips' Milk of Magnesia) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- A. W. Spence, Jr.

§ PKGR- Latimer Productions; Film Prod- Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Prod- John Larkin; Dirs- Various; Music Dir- Stanley Wilson; Writers- Various.

THIS WEEK(Cont'd)

Saturday(Sept 19)

NBC- 4:45-7:30pm NYT (premiere), other dates various times, 9 weeks thru Dec 5;  
RETURN - NCAA Football Game of the Week - LIVE from various cities; no. of stations varies. § Telecasts of collegiate football games between top teams in all sections of the country. The schedule includes national telecasts on eight Saturdays and Thanksgiving Day, and two games on a split network on one date. Lindsey Nelson will handle the play by play commentary, with Red Grange doing the color and analysis.

§ SPONSORS- National, one-quarter each: Cluett, Peabody & Co., Inc thru Lennen & Newell, Inc. Schick Safety Razor Co thru Compton Advertising, Inc. Regional, one-half game each: Esso Standard Oil Co thru McCann-Erickson, Inc(NY); Humble Oil & Refining Co thru McCann-Erickson, Inc(Houston); Standard Oil Co of Indiana thru D'Arcy Advertising Co(Chi); General Petroleum Corp thru Stromberger, LaVene, McKenzie(LA); Bayuk Cigars, Inc (Phillies) thru Wermen & Schorr, Inc(Phila).

§ PKGR- NBC Sports(NY); Prod- Perry Smith; Dirs- Harry Coyle (most games).

Sunday(Sept 20)

CBS- 9-9:30pm NYT & LAT, Weekly; RETURN - General Electric Theater - FILM or TAPE; 132 stations net, 13 delayed. § Sixth season begins for the drama anthology series, with Ronald Reagan again the host, program supervisor and occasional star of the series. For the first time, ten of the programs during this season will be presented on tape, the remainder will again be filmed, with different program units handling the production of each type.

§ SPONSOR- General Electric Co (Institutional) thru Batten, Barton Durstine & Osborn, Inc(NY); Management Superv- Barry McCarthy; TV Acct Reps- John Driscoll, Charles Allen; Agcy Prod- Bill Clotworthy(LA).

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Prod- Harry Tugend; Dirs- Various; Music Composer-Dir- Elmer Bernstein; Writers- Various. Tape Prod- CBS-TV(LA);Prod- Peter Kortner, others; Assoc Prod- Ethel Winant; Story Editors- Del Reisman, A. J. Carothers; Writers- Various.

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - Sunday Showcase - TAPE (COLOR), from NY; to the net. § Telecasts of special dramatic programs with major originals, adaptations of novels and plays and important Broadway and Hollywood stars and featured players in top roles.

§ Sustaining, open.

§ PKGR- NBC-TV(NY); Exec Prod- Robert Alan Aurthur; Producer-Directors (Various productions for each) John Frankenheimer, Alex Segal, Alex March (also associate producer on several productions), others; Art Dirs- Otis Riggs, others; Costumes- Noel Taylor, others. (Credits for each production will be carried under the "Regular Network Special" listings weekly). Premiere program, "People Kill People, Sometimes," production staff credits: Prod & Dir- John Frankeinheimer; Assoc Prod- Alex March; Art Dir- Otis Riggs; Costumes- Noel Taylor.

NBC- 10-11pm NYT & LAT, premiere only; 10-10:30pm NYT & LAT, Weekly; RETURN - The Loretta Young Show - FILM; 167 stations net and delayed. § Seventh season begins for the dramatic anthology series, starring Loretta Young as weekly hostess and star in many films, with name guest stars in others. The first program of the season, "The Road," is the first one-hour program ever presented on the program, although in previous seasons it has had two-part plays. The program has been in re-run July 5 thru Sept 13 (change from original schedule).

§ ALTERNATE SPONSORS- 1) Toni Co (All Products) thru North Advertising, Inc (Chi); TV Acct Rep- Bruce Dodge(NY). 2) Philip Morris, Inc (Parliament) thru Benton & Bowles, Inc(NY); Acct Exec- William Apy.

§ PKGR & Film Prod- Toreto Enterprises, Inc, at Samuel Goldwyn Studios, Hollywood, Cal.; Prod- John London; Dirs- Richard Morris, others; Writers- Various.

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower's Report on his European Trip; SPECIAL Sept 10; Thu, 7:30-7:45pm NYT; LIVE from Washington, to the ABC, CBS, NBC networks. § President Eisenhower spoke from the White House on his talks with Allied leaders in Europe during his recent 12-day trip to Europe. Each of the networks followed the talk with commentary by its own correspondents. CBS presented a report on Laos.

CBS- Hollywood Playhouse; TITLE CHANGE Aug 28; Fri, 9:30-10pm NYT & LAT. Program alternating weekly with Lux Playhouse, was formerly titled Stripe Playhouse. It became a sustaining program, effective Aug 28 and will be seen only Aug 28 and Sept 11, after which it will be replaced.

Ed Sullivan Show (Sun, 8-9pm NYT & LAT) For two weeks, Sept 20 and 27, the programs will each be 90 minutes in length, from 7:30-9pm NYT & LAT. After Sept 27 the program will revert to its one hour time, 8-9pm.

The Moscow Fair - Our Guides Return; SPECIAL Sept 13; Sun, 5-5:30pm NYT, this date only; LIVE from NY; to the net. § Three American guides from the recent American National Exhibit in Moscow recounted their impressions of Moscow and Russian visitors to the American displays. George Herman of CBS News was moderator for the discussion.

§ Sustaining.

§ PKGR- CBS News(NY); Prod- George Vicas.

NBC- Ellery Queen (Fri, 8-9pm NYT & LAT) Last show Aug 28. It had previously been scheduled to end its run on Sept 4, as listed, but the final program was preempted by a special news program.

The Deputy (Sat, 9-9:30pm NYT & LAT) ADD SPONSOR, effective Sept 12 (the debut date of the program)- General Cigar Co., Inc (White Owls, Robert Burns) thru Young & Rubicam, Inc(NY); Acct Exec- Jack Gier (Robert Burns).

# TALENT SHOWSHEET and SCRIPT REPORT

SEPTEMBER 14 - SEPTEMBER 20

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested at any time. Currently in re-runs (and omitted from the listing) are: Adventures os Ozzie and Harriet, Armstrong Circle Theatre, Bat Masterson, Black Saddle, Buckskin, Steve Canyon, Cheyenne, Cimarron City, Colt 45, Bob Cummings Show, D.A's Man, Father Knows Best, Alfred Hitchcock Presents, Lawman, Leave It To Beaver, Lineup, Lux Playhouse, Dick Powell's Zane Grey Theatre, Naked City, David Niven Show, Northwest Passage, Peter Gunn, Playhouse 90, Real McCoy's, Richard Diamond, Private Detective, Rifleman, Rough Riders, Phil Silvers Show, 77 Sunset Strip, The Californians, The Restless Gun, The Thin Man, Danny Thomas Show, Tombstone Territory, Trackdown, Wagon Train, Yancy Derringer, Zorro.

## PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Troubleshooters; FRIDAY September 11; NBC 8pm - ADD: Chet Allen, Bob Fortier, Bob Harris, Carey Loftin, (these four become regulars), Eddie Firestone, Abel Fernandez; (O)Andy Lewis; Dir-Robert Altman.

CAPTAIN KANGAROO; SATURDAY September 12; CBS 9:30am - ADD: Angela Wilnow & her trained collies.

DICK CLARK SHOW; SATURDAY September 12; ABC 7:30pm - ADD: The Fleetwoods(S), Neil Sedaka(S).

The Deputy; SATURDAY September 12; NBC 9pm - DELETE: Badge For A Day; ADD: The Deputy; (O)Roland Kibbee, Norman Lear; with Wallace Ford, Betty Lou Keim (these two become regulars), Correct: Al-len'Case; James Griffith, Steven Ritch, Earl Hansen, Quentin Sondergaard, Bill Foster, Robert J. Wilke; Dir- Don Medford.

CAMERA THREE; SUNDAY September 13; CBS 11:30am - ADD: Ballads Are News; with singers: Oscar Brand, Jean Ritchie, Dave Sear, Wllen Stekart, New Lost City Ramblers.

FRONTIERS OF FAITH; SUNDAY September 13; NBC 5:30pm - ADD: Spring With The Sargents; (O)Clair Roskam; with Zachary Scott, Ruth Ford.

Riverboat; SUNDAY September 13; NBC 7pm - ADD: John Larch, William D. Gordon, Barry Kelley, Charles Gray, Will Wright, Tyler MacDuff, Duane Grey, Richard Wessel, Ollie O'Toole, Robert Carson.

## MONDAY SEPTEMBER 14

|                                                 |            |                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| POLKA GO ROUND                                  | ABC 7:30pm | Zilvitis Lithuanian Dancers.                                                                                                                                                                                                                                                                             |
| <u>The Texan</u><br>(Rory Calhoun)              | CBS 8pm    | with Helen Wallace, James Griffith, Gerald Milton, Kem Dibbs, Joseph Turkel, Tom Hardison.                                                                                                                                                                                                               |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson) | NBC 8:30pm | <u>Desert Showdown</u> ; Armand Alzanora, Gregory Walcott, Al Wayatt, George Wallace, Dick Rich, Miriam Colon.                                                                                                                                                                                           |
| <u>Goodyear Theatre</u>                         | NBC 9:30pm | <u>Story Without A Moral</u> ; (O)Laszlo Gorog; with Brian Aherne, Kurt Kaszner, John Abbott, Celia Lovsky, Steven Geray, Oliver Cliff, Hermine Sterler, Wesley Lau; Dir-James Shelson.                                                                                                                  |
| <u>Desilu Playhouse</u>                         | CBS 10pm   | <u>A Diamond for Carla</u> ; (O)Sonya Roberts; (A)Will Lorin; with Anna Maria Alberghetti, Johnny Desmond, Robert Strauss, Laurie Carroll, Armand Alzamora, Frank Puglia, Lili Valenty, Henry Corden, Wesley Lau, Carla Alberghetti, Argentina Brunetti, Chana Eden, Elaine Edwards; Dir-Claudio Guzman. |

## TUESDAY SEPTEMBER 15

|                                     |            |                                                                                                                                                                                                                                                      |
|-------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sugarfoot</u><br>(Will Hutchins) | ABC 7:30pm | RETURN - <u>The Trial of the Canary Kid</u> ; (O-D)Montgomery Pittman; (A)Catherine Kuttner; with Wayde Preston, Ty Hardin, Peter Brown, John Hubbard, Alan Soule, Frances Bavier, Adam West, Lisa Gaye, Donald Barry, William Phipps, Gordon Jones. |
|-------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

TUESDAY SEPTEMBER 15 (Cont'd)  
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<u>Laramie</u>	NBC 7:30pm	PREMIERE - <u>Stage Stop</u> ; (0)Robert Pirosh; with John Smith, Robert Fuller, Hoagy Carmichael, Bobby Crawford Jr., (these four become regulars), Dan Duryea, Everett Sloane, Gordon Jones, Jon Locke, Don Haggerty, Dan Riss, Norman Willis, John Mitchum, Boyd Stockjam, Gil Rankin, Harvey Stephens; Dir- Herschel Daugherty.
<u>Life and Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	RETURN - <u>Tombstone</u> ; (0)Frederick Hazlitt Brennan; with regulars: Douglas Fowley, Stacy Harris, James Seay, Lash LaRue, and Morgan Woodward, Carol Thurston, Trevor Bardette, Randy Stuart, Damian O'Flynn, Chuck Couch, Al Wyatt, Richard Reeves, Sam Flint, Bill Catching, George Barrows, John Alanzo, Frank Gerstle, Alex Sharp.
<u>Fibber McGee & Molly</u> Bob Sweeney, Cathy Lewis)	NBC 8:30pm	PREMIERE - <u>The Trailer</u> ; (0)Bill Davenport; with Hal Peary, Charles Lane, Barbara Beard, Addison Richards, (these four become regulars), and Gladys Hurlbut, Harry Chesire; Dir- William Asher.
<u>Tightrope</u> (Michael Connors)	CBS 9pm	<u>The Casino</u> ; (SW); with Alan Reed, Barbara Darrow, Dennis Cross, Robert Bice, Donna Douglas, John Cliff, Logan Field, Lou Krugman.
<u>Alcoa Presents</u>	ABC 10pm	RETURN - <u>Delusion</u> ; (0)Larry Marcus; with Norman Lloyd, David White, Suzanne Pleshette, Geroge Mitchell.
ANDY WILLIAMS SHOW	CBS 10pm	Steve Lawrence(S), Johnny Carson(C), Gloria Lambert(S), Cole and Atkins(D).

WEDNESDAY SEPTEMBER 16
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|                                                   |            |                                                                                                                                              |
|---------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u>                                | NBC 7:30pm | <u>The Ella Lindstrom Story</u> ; (0)Allen Miner; REPEAT from 2/4/59.                                                                        |
| <u>Donna Reed Show</u><br>(Donna Reed, Carl Betz) | ABC 9pm    | with regulars & Richard Gaines, Helen Bennet, Jean Paul King.                                                                                |
| DAVE KING SHOW                                    | NBC 9pm    | Gloria De Haven(A).                                                                                                                          |
| <u>Millionaire</u><br>(Mark Fleming)              | CBS 9:30pm | RETURN - (0)Muriel Roy Bolton; with Martin Milner, Anna Lisa, Celia Lovsky, Edit Angold, Norbert Schiller, Nelson Leigh; Dir- James Sheldon. |
| ARTHUR GODFREY SHOW                               | CBS 10pm   | SPECIAL - Johnny Nash(S), Lani Li(S), Gloria Stevens(D).                                                                                     |

THURSDAY SEPTEMBER 17  
 ~~~~~

<u>Staccato</u> (John Cassavetes)	NBC 8:30pm	<u>Murder For Credit</u> ; (0)Laurence Mascott, Richard Car; with regulars & Charles McGraw, Marilyn Clark, Bobbi Byrnes, Mel Berger, Jimmy Joyce; Dir- John Cassavetes.
<u>Bachelor Father</u> (John Forsythe)	NBC 9pm	RETURN - <u>Peter Meets His Match</u> ; (0)Si Rose, Seaman Jacobs with Mari Alden, Diane Lane, Jim Hong, Lisa Lu; Dir- Sidney Lanfield.
PLAYHOUSE 90	CBS 9:30pm	<u>The Days of Wine and Roses</u> ; (0)J.P. Miller; REPEAT from 10/2/58.
<u>21 Beacon Street</u> (Dennis Morgan)	NBC 9:30pm	<u>Nothing Is Impossible</u> ; with regulars & Cyril Delevanti, Peter Adams, David McMahon, Donna Douglas.

FRIDAY SEPTEMBER 18
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|                                                      |            |                                                                                                                                                                                     |
|------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Rawhide</u><br>(Eric Fleming, Clint Eastwood)     | CBS 7:30pm | RETURN - <u>Incident of the Day of the Dead</u> ; (0)David Victor, Herb Little Jr.; with Alexander Scourby, Ron Soble, Carlos Romero, Nancy Hadley & regulars; Dir- Stuart Heisler. |
| <u>Troubleshooters</u><br>(Keenan Wynn, Bob Mathias) | NBC 8pm    | <u>Disaster</u> ; with Peter Miller, Dabbs Greer.                                                                                                                                   |



## FRIDAY SEPTEMBER 18 (Cont'd)

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AMERICA PAUSES IN SEPTEMBER NBC 8:30pm SPECIAL - (O)Gordon Auchincloss; with The Kingston Trio (S-M), Julie London(S), Gene Nelson(D), Alan Young(C), Alfred Apaka(M), Martin Denny Group(S), "Holiday on Ice" cast, Art Linkletter, Burgess Meredith.

77 Sunset Strip ABC 9:30pm One False Step; (O)George & Gertrude Fass, Howard Browne; REPEAT from 12/19/58.
(Efrem Zimbalist, Jr., Roger Smith)

M Squad NBC 9:30pm RETURN - (O)Stuart Jerome; with Paul Newlan, James Bell, Ross Elliott, Ann Morrison, Frances De Sales, Jeanne Bates.
(Lee Marvin)

MULTIPLE AND ACROSS THE BOARD SHOWS SEPTEMBER 14 - SEPTEMBER 18

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SAM LEVENSON SHOW CBS 10:30am 9/14- Walter Slezak(A).

AMERICAN BANDSTAND ABC 4pm 9/14- Johnny October(S); 9/16- Barry Mann(S).

JACK PAAR SHOW NBC 11:15pm 9/14- Betty White(S), Cliff Arquette(C), Betty Johnson(S), Moss Hart; 9/15- Groucho Marx(C), Cliff Arquette(C), Palmer and Nelson(C-M-S), Jonnie Lee McFadden; 9/16- Alex King, George Kirgo, Paul Lynde(C), Betty Johnson(S); 9/17- Pat Harrington Jr.(C), Charles Dornan(C), Frank Verna(S).

## SATURDAY SEPTEMBER 19

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CAPTAIN KANGAROO CBS 9:30am Arthur Greco(Acrobat on roller skates).

TRUE STORY NBC 12Noon Tomorrow Is Too Late; (O)Arthur Mazzee; with Joan Wetmore, Gary Morgan, Betty Schwartz.

Bonanza NBC 7:30pm The Newcomers; (O)Thomas Thompson; with regulars & Inger Stevens, John Larch, Robert Knapp, Charles Maxwell, George Lewis, Byron Foulger, Duane Grey, John Lerner, Martin Mason, Troy Melton; Dir- Christian Nyby.

Wanted - Dead or Alive CBS 8:30pm Ugliest Man; with Fay Spain, Virginia Christine, Kasey Rogers, Royal Dane, Steve Talbot, Clegg Hoyt, Gordon Richards, Mauritz Hugo.
(Steve McQueen)

LAWRENCE WELK'S DODGE DANCING PARTY ABC 9pm Julie Mason(S).

Brenner CBS 9pm Monopoly on Fear; with Walter Greaza, Milton Selzer, Louise Larabee, Norman Rose, Ed Dew, John Reese.
(Ed Binns, James Broderick)

The Deputy NBC 9pm The Wild Wind.
(Henry Fonda, Allen Case)

Have Gun, Will Travel CBS 9:30pm with Eugene Lyons, Johnny Eimen, Norma Crane, Alan Dexter, J. Pat O'Malley.
(Richard Boone)

Gunsmoke CBS 10pm with regulars & Don Dubbins, Karl Swenson, Anne Seymour.

Markham CBS 10:30pm Grave and Present Danger; (O)Finlay McDermid; (A)Jonathan Latimer; with Martha Scott, Joan Shepard, David White, Fred Beir, Ethel Shutta, Ray Walker; Dir- Bernard Girard.
(Ray Milland)

SUNDAY SEPTEMBER 20

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FRONTIERS OF FAITH NBC 5:30pm Twister; (O)Clair Roskam.

Lassie CBS 7pm with regulars & Andy Clyde, Jon Pickard, Robert Rockwell.

Riverboat NBC 7pm The Barrier; (O)Tom Seller; with William Bendix, John Kerr, Elizabeth Montgomery.  
(Darren McGavin, Burt Reynolds)

Maverick ABC 7:30pm Royal Four Flush; (O)Gerald Drayson Adams; (A)Bob Barbash; with Roxanne Berard, Raymond Hatton, Arch Johnson, Roberta Shore, Jimmy Baird, Tom Fadden, Ray Walker; David Frankham; Dir- Arthur Lubin.  
(Jack Kelly)

SUNDAY SEPTEMBER 20 (Cont'd)

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|                                 |            |                                                                                                                                                                                                                             |
|---------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ED SULLIVAN SHOW                | CBS 7:30pm | SPECIAL 90minutes - Louis Armstrong(M), Rosemary Clooney(S), Wayne & Shuster(C), Ford & Hines(C-S).                                                                                                                         |
| SUNDAY SHOWCASE                 | NBC 8pm    | PREMIERE - <u>People Kill People, Sometimes</u> ; (O)S. Lee Pogostin; with Geraldine Page, George C. Scott, Jason Robards Jr., Nan Martin, Zina Bethune, Irving Steinberg, Kate Harkin; Dir- John Frankenheimer.            |
| <u>General Electric Theatre</u> | CBS 9pm    | RETURN - <u>Miracle at the Opera</u> ; (O)Frank Gabrielson; with Sig Ruman, Barbara Morrison, Fortunio Bonanova, Cyril Delevanti, Robert Nash, Fritz Feld, Maggie Pierce, Milton Frome, Ralph Smiley; Dir- Mitchell Leisen. |
| <u>Loretta Young Show</u>       | NBC 10pm   | RETURN - 1 hour - <u>The Road</u> ; (O-A)Richard Morris; with Robert Brubaker, Victor Francen, Paula Dehelly, Andre Dumas, Joseph Cuby; Dir- Rudy Mate.                                                                     |

# ROSS REPORTS - TELEVISION INDEX

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VOLUME 11 NUMBER 38

EDITOR: Jerry Leichter

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## WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

### Monday (Sept 21)

ABC- 7:30-8:30pm NYT & LAT, 2 of every 3 weeks to the end of 1959; RETURN - Cheyenne - FILM; 124 stations net and delayed. (Replaces Polka-Go-Round, which moves to 8:30-9pm NYT as a half-hour program, effective Sept 28). § Fifth season begins for the Western adventure series, with Clint Walker in the title role after a season's hiatus. The program also moves to a new day, effective with its return. It has been in re-run from June 30 thru Sept 8 in its former Tuesday, 7:30-8:30pm time, where it alternated with Sugarfoot. The series originally debuted as one of three alternating program series on Warner Bros. Presents, on Sept 20, 1955, but started as a regular series under its present name on Sept 25, 1956. Last season, the star of the series was Ty Hardin in the role of "Bronco," while Walker was not seen during the season.

§ SEGMENT SPONSORS- (Starting Sept 21): 1) Ralston Purina Co (Purina Dog Chow, Cereals); Dog Chow thru Gardner Advertising Co(St. L.); Acct Superv- Oscar Norling; Cereals thru Guild, Bascom & Bonfigli, Inc(S.F.); Acct Exec- George Allen. 2) American Chiclet Co (Chiclets, Roloids, Clorets) thru Ted Bates & Co, Inc(NY). 3) Warner-Lambert Pharmaceutical Co (Anahist Div) thru Ted Bates & Co., Inc(NY). 4) The Procter & Gamble Co (Crest) thru Benton & Bowles, Inc(NY); Acct Superv- Norman H. Grulick. (Starting Oct 5): National Carbon Co Div of Union Carbide Corp (Prestone, Eveready Products) thru William Esty Co., Inc(NY). (Starting Oct 26): Corning Glass Works thru N. W. Ayer & Son, Inc(NY). (Starting Nov 2): Armour & Co thru Foote, Cone & Belding(Chi). (Starting Nov 16): Mattel, Inc (Toys) thru Carson-Roberts, Inc(LA).

§ PKGR & Film Prod- Warners TV Div of Warner Bros. Pictures, at Warners Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Arthur W. Silver; Dirs- Various; Writers- Various.

CBS- 10:30-11pm NYT & LAT, Weekly; DEBUT - The June Allyson Show - FILM; approx 155 stations net and delayed. (Replaces the second half-hour of Desilu Playhouse, which moves to Friday, 9-10pm NYT & LAT; see Lucille Ball-Desi Arnaz Show listing for Sept 25). § Half-hour dramatic anthology series, with June Allyson as hostess and occasional star; with name guest stars in contemporary stories. (The network title for the series is The Du Pont Show with June Allyson).

§ SPONSOR- E. I. du Pont de Nemours & Co., Inc (Institutional and Product) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Harold Blackburn.

§ PKGR & Film Prod- Four Star Films, Inc, at Republic Studios, Studio City, Cal.; Exec Prod- Tom McDermott; Prod- Alvin Cooperman; Assoc Prod- Shelley Hull; Dirs- Jack Smight, Don Medford, Leonard Freeman, James Nielson; Dir of Photog- George Diskant; Art Dir- Bill Ross; Writers- Various.

NBC- 2:30-3pm NYT; 12:30-1pm LAT, Mon thru Fri; RETURN - The Thin Man - FILM; to the net. (Replaces Blondie, last show Sept 18). § Re-runs of the light comedy-mystery-suspense series, starring Peter Lawford and Phyllis Kirk as Nick and Nora Charles. The series was seen over NBC from Sept 20, 1957 thru June 26, 1959.

§ Segment Sponsors, see Monthly Program Analyses. (Cont'd on next page)

THIS WEEK(Cont'd)

Monday(Sept 21)

NBC- The Thin Man (Cont'd from previous page): § PKGR & Film Prod- MGM-TV at MGM Studios, Culver City, Cal.; Prods- Edmund Beloin, Robert L. Welch; Dirs- Various; Writers- Various.

NBC- 8-8:30pm NYT & LAT, Weekly; DEBUT - Love and Marriage - FILM; no. of stations not available. (Replaces The Restless Gun, last show Sept 14). § Comedy series with a Tin Pan Alley background, starring William Demarest as music publisher William Harris, with Jeanne Bal as his married daughter Jean Baker, Murray Hamilton as son-in-law and lawyer, Steve Baker; Kay Armen as Sophie, the publisher's secretary and Stubby Kaye as the firm's song-plugger.

§ ALTERNATE SPONSORS- 1) Noxzema Chemical Co (Noxzema Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); TV Acct Superv- Mary Ayres. 2) Alternate week, sustaining.

§ PKGR & Film Prod- Louis F. Edelman Enterprises, Inc(LA), in association with NBC-TV; Exec Prod- Louis F. Edelman; Prod- P. J. Wolfson; Dirs- Bob Sweeney (1st 13), Norman Abbott, others; Writers- Mel Shavelson, others; Costumes- Grace Kuhn.

NBC- 9-9:30pm NYT & LAT, Weekly; RETURN - Peter Gunn - FILM; no. of stations not available. § Second season begins for the mystery-adventure series starring Craig Stevens in the title role, with Lola Albright as singer Edie Hart, Herschel Barnardi as Lt. Jacoby and Minerva Urecal as "Mother," replacing Hope Emerson in the role. The program has been in re-run from June 22 thru Sept 14.

§ ALTERNATE SPONSORS- 1) Bristol-Myers Co (Ipana, Vitalis, others) thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Acct Superv- Harry Ireland. 2) R. J. Reynolds Tobacco Co (Salem, others) thru William Esty Co., Inc(NY).

§ PKGR & Film Prod- Spartan Productions at MGM Studios, Culver City, Cal.; Exec Prod- Gordon Oliver; Creator, Prod- Blake Edwards; Music Composer & Dir- Henry Mancini; Dirs- Boris Sagal, others; Writers- Various.

Tuesday(Sept 22)

ABC- 7:30-8:30pm NYT & LAT, Alternate Weeks; DEBUT - Bronco - FILM; 135 stations net and delayed. (Replaces Cheyenne, see page 85, moved to Mondays, 7:30-8:30pm). § Ty Hardin stars as Bronco Layne in the Western adventure series, a character first created for the Cheyenne series, in which Hardin starred last season.

§ SEGMENT & PARTICIPATING SPONSORS (starting various dates)- American Chiclet Co thru Ted Bates & Co., Inc(NY); Whitehall Laboratories Div, American Home Products Corp, thru Ted Bates & Co., Inc (agency of record, NY); Warner Lambert Pharmaceutical Co thru Ted Bates & Co., Inc(NY); The Glidden Co (Durkee Foods) thru Meldrum & Fewsmith, Inc(Cleve); National Carbon Co, Div of Union Carbide Corp, thru William Esty Co., Inc(NY); General Mills, Inc (Dog Food, Cereals) thru Tatham-Laird, Inc(Chi); Elgin National Watch Co thru J. Walter Thompson Co(NY); Corning Glass Works thru N. W. Ayer & Son, Inc(NY); Luden's Inc thru J. M. Mathes, Inc(NY); North American Philips Co. thru C. J. La Roche & Co., Inc(NY); Harold F. Ritchie, Inc (Brylcreem) thru Kenyon & Eckhardt, Inc(NY).

§ PKGR & Film Prod- Warners TV, Div of Warner Bros. Pictures, at Warners Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Arthur Silver; Dirs- Arthur Lubin, others; Dir of Photog- Edwin DuPar; Art Dir- William Campbell; Writers- Arthur Silver, others.

CBS- 8-8:30pm NYT & LAT, Weekly; DEBUT - The Dennis O'Keefe Show - FILM; approx 140 stations net and delayed. (Replaces Playhouse of Mystery, last show Sept 15). § Dennis O'Keefe is the star of the situation comedy series in the role of a syndicated newspaper columnist, Hal Towne, with Hope Emerson as his housekeeper, Sarge; Rickey Kelman as Towne's son, Randy; Eloise Hardt as publicity woman Karen Hadley and Eddie Ryder as Towne's man Friday, Eliot.

(Cont'd on next page)

Tuesday(Sept 22)

CBS- The Dennis O'Keefe Show (Cont'd from previous page): § SPONSOR- Olds-mobile Div, GMC, thru D. P. Brother & Co(Det); Acct Exec- Val Corradi.  
§ PKGR & Film Prod- Cypress Productions, Inc., with United Artists Television, Inc., at Hal Roach Studios, Culver City Cal.; Prod- Les Hafner; Creator & Chief Writer- John Fenton Murray; Dirs- Norman Abbott, others; Dir of Photog- Frank Garson; Music Dir- Leon Klatzkin.

NBC- 4:30-5pm NYT; 2:30-3pm LAT; this date only; SPECIAL - Grand National Bake-Off Awards - LIVE & TAPE from LA; no. of stations not available. (Preempts County Fair). § Art Linkletter is m.c. for the presentation of \$100,000 in prizes for the 11th Grand National Pillsbury Bake-Off Awards, this year at the Beverly Hilton Hotel.  
§ SPONSOR- Pillsbury Co (Pillsbury Best Flour) thru Campbell-Mithun, Inc(Minn).  
§ PKGR- NBC-TV; Prod- John Nelson.

NBC- 9-10:30pm NYT & LAT; this date only; SPECIAL - A Toast to Jerome Kern - TAPE & FILM (COLOR); no. of stations not available. (Preempts Fanfare, last show Sept 8; The Bob Cummings Show, 9:30-10pm; The David Niven Show, 10-10:30pm).  
§ Melodic salute to the memory of the great popular American composer, Jerome Kern, who died in 1945 at the age of 60. The program will present top singing stars with some of the songs of the more than 1,000 Kern composed during his life. Robert Cummings is host for the program. (See page 38-B for cast credits).  
§ SPONSOR- United States Brewers Foundation (Institutional) thru J. Walter Thompson Co(NY); Acct Exec- Tom O'Grady; Prog Anncr- Hugh Downs.  
§ PKGR- Miradero Productions thru MCA(LA); Prod- Robert Wells; Dir- Greg Garrison; Assoc Prod- James Loren; Writers- Robert Wells, Johnny Bradford, Peter Farrow; Music Dir- Paul Weston; Art Dir- Paul Barnes; Choreog- Herb Ross.

Thursday(Sept 24)

NBC- 10-10:30pm NYT & LAT, Weekly; RETURN - Groucho Marx - You Bet Your Life - FILM; no. of stations not available. § Tenth season begins for the comedy quiz program with Groucho Marx as quizmaster. The program will feature a new setting for contestants this season and some changes in the prize procedure, although the top prize is still \$10,000 possible for a winning couple. The program has been in re-run as The Best of Groucho from June 25 thru Sept 17.  
§ ALTERNATE SPONSORS- 1) Lever Bros. Co (Lifebuoy, Pepsodent, Handy Andy); Lifebuoy thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Walter Selden; Pepsodent thru Foote, Cone & Belding(NY); Acct Exec- William Bambrick; Handy Andy thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Frank Fucito. 2) Pharmaceuticals, Inc (Geritol, Somnex, Devarex) thru Parkson Advertising Agency, Inc (NY); TV Acct Reps- Lloyd Durant(NY); Don Blauhut(LA).  
§ PKGR- John Guedel Productions for NBC-TV; Film Prod- Filmcraft Productions, Hollywood, Cal.; Prod- John Guedel; Prodn Superv- Art Bruckman; Dirs- Robert Dwan, Bernie Smith; Music Dir- Jack Meakin; Prog Anncr- George Fenneman; Dir of Photog- Alan Stensvold.

Friday(Sept 25)

CBS- 9-10pm NYT & LAT, this date only, 1st of 6 special shows; RETURN - Lucille Ball-Desi Arnaz Show; FILM; approx 121 stations net and delayed. (Replaces Hollywood Playhouse, last show Sept 11, which alternated with Lux Playhouse, last show Sept 18, 9:30-10pm, and The Phil Silvers Show, last show Sept 11). § Second season for the comedy specials starring Lucille Ball, Desi Arnaz, top guest stars, and featuring William Frawley, Vivian Vance, and Richard Keith. The comedy specials preempt Desilu Playhouse, regularly seen in the time spot. Both programs have formerly been presented Mondays, 10-11pm NYT & LAT, and change to the new day and time effective this date. Desilu Playhouse nominally returned for its second season on Sept 14, last program (Continued on next page).

Friday(Sept 25)

CBS- The Lucille Ball-Desi Arnaz Show (Cont'd from previous page): in the previous time. Desilu Playhouse will have its first program in this new time on Oct 2. First program in the new season's comedy special series is "Milton Berle Hides out at the Ricardos." Production credits apply to all the specials. § SPONSOR- Westinghouse Electric Corp (Kitchen Appliances, Institutional) thru McCann-Erickson, Inc(NY).

§ PKGR & Film Prod- Desilu Productions, Inc., at Desilu Studios, Hollywood, Cal; Exec Prod & Dir- Desi Arnaz; Prod- Bert Granet; Writers- Bob Weiskopf, Bob Schiller, Madelyn Martin, Bob Carroll, Jr.; Dir of Photog- Sid Hickox; Assoc Prod- Jack Aldworth; Art Dir- Ralph Berger; Music Dir- Wilbur Hatch; Choreog- Jack Baker.

NBC- 8:30-9:30pm NYT & LAT, this date only; SPECIAL - An Evening With Jimmy Durante - TAPE (COLOR); no. of stations not available. § Jimmy Durante sings, plays the piano and dances and also shares the stage with guests Lawrence Welk, singer Bobby Darin, Sal Mineo, Gisele MacKenzie and five-year-old pianist Ginny Tiu.

§ CO-SPONSORS- 1) E. I. du Pont de Nemours & Co., Inc (Zerex) thru Batten, Barton, Durstine & Osborne, Inc(NY). 2) Warner Lambert Pharmaceutical Co thru Ted Bates & Co., Inc(NY).

§ PKGR- Fawn Productions, Inc.; Prod- Charles Isaacs; Dir- Dick McDonough; Music Dir- Roy Bargy.

Saturday(Sept 26)

CBS- 11:15pm-to concl NYT; this date, with regular telecasts starting Sept 27, Sundays, 2-4:30pm NYT, Weekly; RETURN - National League Professional Football - LIVE from various cities, various times, over ten regional network groups; approx 200 stations live. § Telecasts of 66 professional football games in various sections of the country, thru Dec 13. The schedule includes the night game opening the series, 62 Sunday games, 2 Saturday afternoon games and a Thanksgiving Day game. Different teams of commentators will handle the various announcing assignments. No games will be televised in cities where a game is scheduled, and as many as six games will be televised simultaneously on the regional network groupings.

§ SPONSORS- Regional and co-op, to be announced.

§ PKGR- CBS Sports(NY); various production crews for each city of origination.

NBC- concl of NCCAA football games for 15 mins; this date, Oct 17, 24, Nov 7, 21, 26, 28; RETURN - Kemper Football Scoreboard - LIVE from NY, other cities; over 70 stations live. § Bill Stern reports the results of over 100 college football games throughout the country, with cut-ins from sportscasters in various sections.

§ SPONSOR- Kemper Insurance Group companies thru John W. Shaw Advertising(Chi).

§ PKGR- NBC-TV; Prods- Gerry Gross, Les Arries.

Sunday(Sept 27)

ABC- 9:30-10:30pm NYT & LAT, this date only; SPECIAL - The Splendid American - FILM; to the net. (Preempts Deadline for Action). § Film report on the activities of three different American groups working to improve conditions in the Asiatic kingdom of Laos. John Daly narrates the stories of Dr. Thomas A. Dooley, who operates a private hospital unit; Dr. Ras C. Johnson, who is director of the U. S. educational aid program, and Clyde L. Searl who heads an International Volunteer Service team working to develop a rural community.

§ Sustaining.

§ PKGR- ABC News; Prod- Robert Northshield.

THIS WEEK(Cont'd)

Sunday(Sept 27)

ABC- 10:30-11pm NYT & LAT, Weekly; DEBUT - Dick Clark's World of Talent - TAPE, recorded in NY; 99 stations net and delayed. (Replaces Meet McGraw, last show Sept 20). § Dick Clark is host and moderator of the panel-talent show, which will present rising young professionals in the variety fields. After each performer finishes his act he will sit down with the panel, which will include comedian Jack E. Leonard as permanent panelist, and two guest panelists each week. The program format is a variation on This Is Show Business, former CBS and NBC program, which first debuted in 1949.

§ SPONSOR- P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY); Acct Exec- Frank Cambria.

§ PKGR- Drexel Shows, Inc with IMPA Productions; Prods- Irving Mansfield, Peter Arnell; Dir- Grey Lockwood; Continuity- Larry Markes; Music Dir- Bert Farber.

CBS- 5:30-6pm NYT & LAT, this date only; SPECIAL - The Sword and the Quill - FILM; to the net. § Walter Cronkite is narrator for the story of the work of The Advertising Council and its public service promotions. The report focuses on the "Better Schools" promotion from its inception in 1947 to today.

§ Sustaining, public service.

§ PKGR- CBS News, Public Affairs; Prod- Fred Freed; Assoc Prod- Craig Fisher; Dir- John G. Fuller.

CBS- 9:30-10pm NYT & LAT, Weekly; RETURN - Alfred Hitchcock Presents - FILM; 190 stations net and delayed. § Fifth season begins for the drama anthology series presenting stories with unusual twists and turns in the mystery-suspense field. Hitchcock is host and narrator for the dramas. The program has been in re-run from June 28 thru Sept 20.

§ SPONSOR- Bristol-Myers Co (Bufferin, Vitalis, other products) thru Young & Rubicam, Inc(agency of record, NY).

§ PKGR- Shamley Productions; Film Prod- Revue Productions with Shamley at Revue Studios, Universal City, Cal.; Exec Prod- Alfred Hitchcock; Prod- Joan Harrison; Dirs- Various; Writers- Various.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Alcoa Presents (Tue, 10-10:30pm NYT & LAT) Correct production information (see page 80): PKGR- World Television Programming, Inc (Joseph M. Schenck Enterprises, Inc and ABC Films, Inc); Film Prod- One Step Beyond Productions.

John Gunther's High Road; SCHEDULE CHANGE Sept 26; to Sat, 8-8:30pm NYT & LAT; program has been seen Mondays, 8:30-9pm NYT & LAT, since its debut on Sept 7. Change is as originally scheduled. Last show in Monday time is on Sept 21. In the new time, the program takes over one half-hour of the time occupied by Jubilee U. S. A., which continues as a half-hour program, 8:30-9pm NYT.

Khrushchev Visit Coverage; SPECIALS; LIVE, TAPE & FILM, from various cities; add to schedule (see page 79): Sept 20, 10-10:30pm - Mr. Khrushchev Abroad, review and recap of his first six days in the U. S. Sept 21, 9-10pm - Khrushchev News Conference in San Francisco. Sept 23, 9:30-10pm - Tape and film recap of visit to Des Moines. Sept 24, 7:30-8pm- Reception at Russian Embassy in Washington. Sept 25, 10:30-11pm - Tape and film recap of Khrushchev activities in and around Washington. Sept 27, 4-5pm - Live coverage of news conference at Soviet Embassy in Washington, last day of Khrushchev visit.

Harry S. Truman - The Prophecies of Woodrow Wilson; SPECIAL Sept 20, Sun, 9:30-10pm NYT; TAPE & FILM; to the net. § Special program commemorating the 40th anniversary of President Wilson's tour to "sell" the League of Nations to America. Robert B. Meyner, Governor of N. J., is host.

OTHER NETWORK CHANGES(Cont'd)

CBS- Eyewitness to History and other specials on Khrushchev Visit Coverage; SPECIALS; LIVE, TAPE & FILM, from various cities; add to schedule (see page 80): Eye-witness to History: Sept 18, 9-9:30pm - Program originally scheduled for Sept 17, Thu, 7:30-8pm, changed to new day and time. Sept 21, 10-10:30pm - Report on Khrushchev appearance before the U. N. and also his visit to LA. Sept 22, Tue, 7:30-8pm - Report on the trips to Des Moines, Ia., and San Francisco. Sept 23, Wed, 8-8:30pm - Report on Khrushchev's visit to the Garst farm at Coon Rapids, Iowa. Sept 24, Thu, 7:30-8pm - Highlights of the tour of Pittsburgh and a summary of the visit from the beginning. Khrushchev Visit Coverage, CBS additional: Sept 27, time TBA - Khrushchev's final Washington press conference.

Address by Secretary of State Christian A. Herter; SPECIAL Sept 17, Thu, 11-11:30am NYT; TAPE; to the net. § Telecast of a speech by Secretary of State Herter to the General Assembly of the United Nations.

NBC- Sunday Showcase (Sun, 8-9pm NYT & LAT) Add Sponsor for Sept 20 program (see page 83) One time sponsorship: Helene Curtis Industries, Inc (Various Products) thru McCann-Erickson, Inc(NY).

21 Beacon Street (Thu, 9:30-10pm NYT & LAT) Correct packager and film producer information: PKGR- 21 Beacon Street Corp; Film Prod- Filmways TV, Inc., at General Service Studios, Hollywood, Calif.

Today (Mon thru Fri, 7-9am NYT & LAT) The program will be presented via tape recording, except for late news items, effective Sept 21.

Fibber McGee and Molly (Tue, 8:30-9pm NYT & LAT) Add Alternate Sponsor (see page 81): 2) Singer Sewing Machine Co (Machines & Attachments) thru Young & Rubicam, Inc(NY); Acct Exec- Alexander Kroll; TV Acct Rep- Richard Dana.

Address by Secretary of State Christian Herter; SPECIAL Sept 17, Thu, 2:30-3pm NYT; 12:30-1pm LAT; TAPE; to the net. § Telecast of a speech by Secretary of State Herter to the U. N. General Assembly.

Journey to Understanding: Khrushchev Visit to the U. S.; SPECIALS; LIVE, TAPE & FILM, from various cities; add to schedule (see page 80): Sept 21, Mon, 7:30-8pm - Report on the visits to Los Angeles and San Francisco. Sept 23, Wed, 10:30-11pm - Khrushchev's visit to the Garst farm at Coon Rapids, Iowa. Sept 24, Thu, 7:30-8pm - Live coverage of the Soviet Embassy reception in Washington. Sept 27, Sun, 4-5pm - Live coverage of Khrushchev press conference in Washington; 6-7pm - Khrushchev address exclusively via NBC with translation; 10:30-11pm - Appraisal of Khrushchev visit. The 6-7pm telecast of the Khrushchev address will be in color.



TALENT SHOWSHEET and SCRIPT REPORT

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Alcoa-Goodyear Theatre, Armstrong Circle Theatre, Arthur Murray Party, Black Saddle, Buckskin, Steve Canyon, Cimarron City, Colt 45, Bob Cummings Show, D.A.'s Man, Father Knows Best, Lawman, Leave It To Beaver, Lineup, Lux Playhouse, Dick Powell's Zane Grey Theatre, Naked City, David Niven Show, Northwest Passage, Playhouse 90, Real McCoy's, Richard Diamond, Private Detective, Rifleman, Rough Riders, Phil Silvers Show, 77 Sunset Strip, The Californians, The Restless Gun, Danny Thomas Show, Tombstone Territory, Track-down, Wagon Train, Yancy Derringer, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

- Donna Reed Show; WEDNESDAY September 16; ABC 9pm - ADD: Sleep No More My Lady; (O)Henry Sharp; Dir-Oscar Rudolph.
- TODAY; ACROSS THE BOARD; NBC 7am - ADD: Wynne Miller(A-S) as girl of the week.
- DICK CLARK SHOW; SATURDAY September 19; ABC 7:30pm - ADD: Joni James(S), Freddy Cannon(S), Floyd Robinson(S), Carl Dobkins, Jr.(S), Jerry Wallace(S), Ronnie Hawkins quartet(S).
- Bonanza; SATURDAY September 19; NBC 7:30pm - DELETE: The Newcomers; ADD: Sun Mountain Herd; with regulars & Barry Sullivan, Leo Gordon, Bek Nelson.
- JUBILEE, U.S.A.; SATURDAY September 19; ABC 8pm - ADD: Carl Perkins(S), The Braga Sisters(S), The Promenaders(D).
- The Man and The Challenge; SATURDAY September 19; NBC 8:30pm - ADD: Maximum Capacity; (O)Gene Levitt; with James Best, Mike Masters, Robert Conrad; Dir- Otto Lang.
- The Deputy; SATURDAY September 19; NBC 9pm - ADD: (O)N.B. Stone, Jr.; with Richard Shannon, John Ashley, Garry Vinson, Joel Colin, Catherine McCloud, Carl Millette, Zon Murray; Dir- Herschel Daugherty.
- LAMP UNTO MY FEET; SUNDAY September 20; CBS 10am - ADD: A Matter of Dollars and Rubles; (O)Richard Ellison; with Sam Jaffe.
- LOOK UP AND LIVE; SUNDAY September 20; CBS 10:30am - ADD: John Henry Cardinal Newman; (O)Joseph Hurley; with Reynolds Evans, Ellis Rabb, Peter Lazer.
- FRONTIERS OF FAITH; SUNDAY September 20; NBC 5:30pm - ADD: Harrison Dowd, Helen Carew, Addison Powell, Barbara O'Neill, Walter Klavun.
- ED SULLIVAN SHOW; SUNDAY September 20; CBS 7:30pm - ADD: Eileen Farrell(S), Alan King(C), Kim Sisters(S), Gino Donati(S-Acrobat), Joe Slack Trio(C), Gogia Pasha(Variety Act), Los Churmbeles de Espana(S-D).
- General Electric Theatre; SUNDAY September 20; CBS 9pm - ADD: Ed Wynn, Paul Frees, Jack Rice, Robert Rice.
- CHEVY SHOW; SUNDAY September 20; NBC 9pm - ADD: Dorothy Kirsten(S), Shecky Green(C), Paul and Annette Smith(M).

MONDAY SEPTEMBER 21  
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- Cheyenne (Clint Walker) ABC 7:30pm RETURN - Blind Spot; with Robert Crawford, John Litel, Adam West, Jean Byron, Barry Kelly, Dan Sheridan, George Eldredge; Dir- Lee Sholem.
- The Texan (Rory Calhoun) CBS 8pm with Richard Travis, Chris Alcaide, Stephen Hammer, Don Haggerty, Selene Walters.

MONDAY SEPTEMBER 21 (Cont'd)

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Love and Marriage NBC 8pm PREMIERE - House of Harris; (O)Mel Shavelson; with Kay
(William Demarest) Armen, Stubby Kaye, Jeanne Bal, Murray Hamilton, Susan Reilly, Jennie Lynn; Dir -Bob Sweeney.

Tales of Wells Fargo NBC 8:30pm Warrior's Tale; with Marie Windsor, Gregg Palmer, Bart-
(Dale Robertson) lett Robinson, Raymond Greenleaf, Don Orlando, Jon Lormer, Don McGowan.

Peter Gunn NBC 9pm RETURN - with regulars & Minerva Urecal(new regular,
(Craig Stevens) replacing Hope Emerson), Cyril Delevanti, Sheldon All-
man, Mickey Morton, Val Avery, Dale Van Sickle, Bill Chadney, Byron Kane, John Frank; Protection; (O)Lewis Reed, Tony Barrett; Dir- Boris Sagal.

June Allyson Show CBS 10:30pm PREMIERE - Those We Love; (O)Arthur Ross; with Ann Har-
ding, Mark Richman, Wally Richard, Madeline Sylos, Henry Hunter, Wilma Frances; Dir- Jack Smight.

TUESDAY SEPTEMBER 22

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Bronco ABC 7:30pm PREMIERE - Game at the Beacon Club; (O)Arthur Silver;
(Ty Hardin) (A)Jackson Gillis; with Pat Crowley, Barry Kelly, Connie Hines, Gage Clarke, Victor Sen Young, Joe Mel, Gil Lamb, John Holland, Patricia George, Harry Strang; Dir- Arthur Lubin.

Laramie NBC 7:30pm The Glory Road; (O)Kathleen Hite; with regulars & Eddie
Albert, Nanette Fabray, Ray Peal, Read Morgan, Francis J. McDonald, Boyd Stockman, Dick Crockett, Leonard P. Geer, Joanne Timmons; Dir- Herschel Daugherty.

Dennis O'Keefe Show CBS 8pm PREMIERE - (O)Alan Lipscomb, Bob Fisher; with regulars:
Hope Emerson, Rickey Kelman, Eloise Hardt, Eddie Ryder, and Judy Nugent, Ralph Reed, Jan Stine, Florence Lake, Harry Harvey Sr., Nancy Crawford, Jim Brandt, Dan Riss, Bob Sorrells; Dir- Norman Abbott.

Life and Legend of Wyatt Earp ABC 8:30pm Wyatt's Decision; (O)Frederick Hazlitt Brennan; with
(Hugh O'Brian) regulars & Frank Gerstle, Arthur Space, Marshall Bradford; Dir- Roy Rowland.

Fibber McGee & Molly NBC 8:30pm The Shooting Gallery; with regulars.
(Bob Sweeney, Cathy Lewis)

Tightrope CBS 9pm The Frame; (O)Robert Bloomfield; (A)Tony Barrett; with
(Michael Connors) Dave Norck, John Marley, L.Q. Jones, Joan Tabor, Walter Coy, Rhoda Williams, Thomas McBride; Dir- Abner Biberman.

SPECIAL NBC 9pm A Toast To Jerome Kern;Robert Cummings(Host), Howard
Keel(A-S), Patrice Munsel(S), Carol Channing(C-S), Bambi Linn(D), Kelly Brown(D), John W. Bubbles(D), Louis Prima and Keeley Smith(S), Sam Butera and The Witnesses(M), Hugh Downs; Dir- Greg Garrison.

Alcoa Presents ABC 10pm Ordeal on Locust St.; (O)Michael Plant; with Suzanne
Lloyd, Jack Kirkwood, Jr., Augusta Dabney, David Lewis.

ANDY WILLIAMS SHOW CBS 10pm Jane Morgan(S), Shari Lewis(Ventriloquist), Dave Barry(C).

WEDNESDAY SEPTEMBER 23

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Wagon Train NBC 7:30pm The Jenny Tannen Story; (O)H. Christie, Jane Parker; (A)
Kathleen Hite; REPEAT from 6/24/59.

The Millionaire CBS 9pm with Dean Miller, Marcia Henderson, Charles Herbert, Jack
(Marvin Miller) Straw, Judy Nugent.

U.S.STEEL HOUR CBS 10pm The Hours Before Dawn; (O)Celia Fremlin; (A)Philip C.
Lewis; with Jack Carter, Teresa Wright, Mark Richman, Colleen Dewhurst; Dir- Tom Donovan.

THURSDAY SEPTEMBER 24
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Staccato NBC 8:30pm The Parents; (O)Douglas Taylor; with Richard Dana, Shirley Knight.
 (John Cassavetes)

PLAYHOUSE 90 CBS 9:30pm Child of Our Time; (O)Michel del Castillo; (A)Irving Gaynor Nieman; REPEAT from 2/5/59.

21 Beacon Street NBC 9:30pm with regulars & Fredd Wayne, John Cliff, Nita Loveless, Dick Crockett; Close Call.
 (Dennis Morgan)

FRIDAY SEPTEMBER 25
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Rawhide CBS 7:30pm Incident of the Roman Candles; (O)Jan Winters; (A)Jan Winters, Charles Marquis; with Richard Eyer, Beverly Garland, Bob Ellenstein, Will Wright, Gerald Milton, Don Murray & regulars; Dir- Stuart Heisler.
 (Eric Fleming, Clint Eastwood)

Troubleshooters NBC 8pm Trouble at Elbow Bend; with Jeanette Nolan, Carey Loftin, Chet Allen, Ken Clark, Jack Herrin, Stafford Repp, Chuck Webster, Harold Fong.
 (Keenan Wynn, Bob Mathias)

SPECIAL NBC 8:30pm An Evening With Jimmy Durante; with Lawrence Welk(Band Leader), Bobby Darin(S), Gisele MacKenzie(S-M), Ginny Tiu(M).

Lucille Ball - Desi Arnaz Show CBS 9pm PREMIERE - Milton Berle Hides Out at the Ricardos; (O) Bob Weiskopf, Bob Schiller; with regulars & Milton Berle; Dir- Desi Arnaz.

M Squad NBC 9:30pm The European Plan; (O)Robert C. Dennis; with Frank Al- wertson, Paul Burke, Gail Borney.
 (Lee Marvin)

MULTIPLE AND ACROSS THE BOARD SHOWS SEPTEMBER 21 - SEPTEMBER 25
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TODAY NBC 7am 9/22- Groucho Marx(C), The Aviv Dancers; 9/24- Jimmy Durante(C-S), Josh White(S); 9/25- Cornelia Otis Skinner(A); Florence Henderson(S) is girl of the week.

AMERICAN BANDSTAND ABC 4pm 9/21- Jimmy Bowen(S); 9/22- Crash Craddock(S); 9/23- The Clovers(S); 9/24- Paul Evans(S); 9/25- The Rock-a-Teens(S).

JACK PAAR SHOW NBC 11:15pm 9/21- Peggy Cass(C), Cliff Arquette(C), Shelley Berman(C), Florence Henderson(S), Lud Cemik(Aerialist); 9/22- Carmel Quinn(S), Betty White(C-S), Hans Conried(A), Evelyn Brooks(S); 9/23- Eva Gabor(A), Ruth Olay(S); 9/24- Kay Thompson, Alex King, Pat Kirby(S).

SATURDAY SEPTEMBER 26
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TRUE STORY NBC 12Noon The Cowbird; (O)William Kendall Clarke; with Robert Hogan, Eugenia Rawls, Grace Carney, Karla Most, Ralph Bell.

Bonanza NBC 7:30pm Show listed for 9/19 delayed until 9/26, see Page 37-C for cast and credits.

JUBILEE, U.S.A. ABC 8:30pm Marty Robbins(S).

Wanted - Dead or Alive CBS 8:30pm with Mona Freeman, Philip Pine, Richard Caryl, William Phipps, Walter Coy.
 (Steve McQueen)

The Man and the Challenge NBC 8:30pm Odds Against Survival; with Robert Clarke, Bethel Leslie, Whit Bissell, Joan Tompkins, Gregory Gay, Ruth Clifford, William Flaherty, Basil Howes.
 (George Nader)

The Deputy NBC 9pm Back To Glory; (O)Charles B. Smith; with regulars & Frank de Kova, Marie Windsor, Carol Leigh, Jack Lambert, Larry Perron.
 (Henry Fonda, Allen Case)

Brenner CBS 9pm The Buff; (O)George Bellak; REPEAT from 7/25/59.
 (Ed Binns, James Broderick)

SATURDAY SEPTEMBER 26 (Cont'd)
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Have Gun, Will Travel CBS 9:30pm with Roxanne Berard, Danielle DeMetz, Helene Stanley, Mabel Albertson, Lane Chandler, Dallas Mitchell, Carol Henry, Hal Meedham.  
 (Richard Boone)

Gunsmoke CBS 10pm with regulars & Bart Robinson, Harry Carey, Jr., Trever Bardette, Michael Himm, Fred Grossinger, Bill Katching.  
 (James Arness)

Markham CBS 10:30pm Double Negative; (O)Anthony Veiller; with Hazel Court, Larry Dobkin, Ivan Triesault, Than Wyenn, Walter Reed, Theona Bryant, Billy McLean, Oscar Beregi, Charles H. Radilac, Ben Pollack; Dir- Herschel Daugherty.  
 (Ray Milland)

SUNDAY SEPTEMBER 27  
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LAMP UNTO MY FEET CBS 10am Woman of the Pharisees; (O)Francois Mauriac; (A)Johanna Johnston; with Romney Brent, Frances Reid.

FRONTIERS OF FAITH NBC 2:30pm Harvest of Zeroes; (O)Clair Roskam; with Conrad Nagel, Vivian Nathan, Nicholas Pryor, Avre Petrides, James Olson.

Lassie CBS 7pm (O)Monroe Manning, Alan Woods; with regulars & Roy Campanella, Rickey Murray, Jim Spence, Terry Rangro; Dir- Hollingsworth Morse.

Riverboat NBC 7pm About Roger Mowbray; (O)Hagar Wilde; with Vera Miles, Robert Vaughn, Cameron Prud'homme, Madlyn Rue.
 (Darren McGavin, Burt Reynolds)

Maverick ABC 7:30pm Duck 'N' Shoot; (O)William Driskill; with Hal Baylor, Peggy McKay, Chubby Johnson, Jack Mather, Don Barry, James Gavin, Irving Bacon, Clarke Alexander, Billy M. Greene, Richard Cutting; Dir- George Waggner.
 (Jim Garner, Jack Kelly)

ED SULLIVAN SHOW CBS 7:30pm Marge and Gower Champion(D), Dick Contino(D), Rise Stevens(S), Barry Sisters(S), Conrad Buckner(D), Eddy Manson(M), Margaret Tynes(S), John and Bonnie Shirley(Balloon act), Nora Kaye(D), Scott Douglas(D), Hubert Castle (Tight-wire act), Marvyn Roy(Illusionist) and his wife Carol, Erich Brenn(Plate-spinner), Red Army Dancers, Obratsov puppets.
 (SPECIAL 90 minutes)

SUNDAY SHOWCASE NBC 8pm Part I of What Makes Sammy Run; (O)Budd Schulberg; (A) Budd and Stuart Schulberg); with Barbara Rush, Larry Blyden, John Forsythe, Sidney Blackmer, Dina Merrill, David Opatashu, Milton Selzer, Norman Feld, Monique Van Vooren, Horace McMahon; Dir-Delbert Mann.

General Electric Theatre CBS 9pm The Last Reunion; (O)James McKinny; (A)Harold Swanton; with Lee Marvin, Simon Scott, Patricia Donahue, Kevin Hagen, William Henry, Sue Casey, Read Morgan; Dir- John Brahm.

CHEVY SHOW NBC 9pm (O)Jack Brooks, Milt Rosen; with Roy Rogers and Dale Evans and their five children, Edie Adams(S), Connie Francis(S), Eddy Arnold(S), Rafael Mendez(M), Sons of Pioneers(S), Hollywood Square Dancers, Audie Murphy(A), Pat Brady, The Rudells; Dir- Alan Handley.
 (Janet Blair, John Raitt)

Alfred Hitchcock Presents CBS 9:30pm RETURN - Arthur; (O)Arthur Williams; (A)James P. Cavanaugh; with Hazel Court, Robert Douglas, Barry Harvey, Patrick MacNee; Dir- Alfred Hitchcock.

Loretta Young Show NBC 10pm One Beautiful Moment; (O-D)Richard Morris; with Barry Atwater, Katharine Warren, Phil Chambers, Sara Taft.

WORLD OF TALENT ABC 10:30pm PREMIERE - Jack E. Leonard(Permanent panelist), Lorin Hollander(M), Len Maxwell(C), Susan Barrett(S).
 (Dick Clark)

ROSS REPORTS - TELEVISION INDEX

SEPT 28-OCT 4, 1959

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Sept 28)

ABC- 5:30-6pm NYT & LAT, Mon, Tue, Fri; RETURN - The Adventures of Rin Tin Tin - FILM; 118 stations net and delayed. (Replaces Walt Disney Adventure Time, Tue, and Mickey Mouse Club, Mon, Fri, last show Sept 25). § Re-runs of the series previously seen on the net, Fridays, 7:30-8pm. The program debuted Oct 15, 1954 and the last evening show was Aug 28, 1959. The series stars Lee Aaker as Corp. Rusty, Jim Brown as Lt. Rip Masters and Rin Tin Tin, in stories about U. S. Cavalry forces in the West in the 1880's.

§ SPONSOR- General Mills, Inc (Cereals) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Gordon Johnson.

§ PKGR & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Cal.; Prod- Herbert B. Leonard; various production staffs.

CBS- 10:30-11am NYT & LAT, Mon thru Fri; RETURN - December Bride - FILM; to the net. (Replaces The Sam Levenson Show, last show Sept 25). § Re-runs of the situation comedy series, starring Spring Byington. The series was previously seen on the net in evening time. It debuted Oct 8, 1956, last show Sept 24, 1959.

§ SPONSORS- Segment sponsors, see Monthly Program Analyses.

§ PKGR- CBS-TV; Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Cal.; Exec Prod- Parke Levy; Prod & Dir- Fred de Cordova; Dir of Photog- Sid Hickox; Writers- Parke Levy (creator), Lou Derman, others.

CBS- 8:30-10pm NYT & LAT, Once Monthly for 9 Months; RETURN - Show of the Month - LIVE or TAPE, recorded in NY; no. of stations varies with each program.

§ Third season for hour-and-a-half dramatic programs presented during nine months of the year. The 1959-60 schedule following the premiere program: Oct 14, Wed, 8:30-10pm; Nov 9, Mon, 9:30-11pm; Dec 4, Fri, 7:30-9pm; Jan 17, Sun, 9:30-11pm; Feb 11, Thu, 9:30-11pm; March 5, Sat, 7:30-9pm; April 7, Thu, 8-9:30pm; May 3, Tue, 9:30-11pm. Dates after January may be subject to change.

§ SPONSOR- E. I. Du Pont de Nemours & Co., Inc (Institutional & Consumer Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Herb West.

§ PKGR- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Audrey Gellen; Prodn Superv- Murray Susskind; Dirs- Dan Petrie (premiere), others; Assoc Dir- Frank Leicht; Sets- Otis Riggs; Costumes- Sal Anthony; Casting- Rose Tobias. First program, this date: "Body & Soul," starring Ben Gazzara, Neville Brand, Franchot Tone (see page 39-A for cast credits); adapted by Eliot Asinof from the original screenplay by Abraham Polonsky for the 1947 Enterprise-United Artists motion picture of the same name.

CBS- 10-10:30pm NYT & LAT, Weekly; DEBUT - Hennesey - FILM; 199 stations net and delayed. (First half-hour of time formerly occupied by Desilu Playhouse, see page 87). § Comedy-drama series starring Jackie Cooper as Lt. Charles (Chick Hennesey, a Navy medical officer, with Roscoe Karns as senior medical officer, Capt. Walter Shafer, Abby Dalton as nurse Lt. Martha Hale, and Henry Kulky as Seaman 1st Class Max Bronski. The setting is the naval base at San Diego.

(Continued on next page)

THIS WEEK(Cont'd)

Monday(Sept 28)

CBS- Hennesey (Cont'd from previous page): § ALTERNATE SPONSORS- 1) General Foods Corp (Jell-O) thru Young & Rubicam, Inc(NY); TV Acct Rep- Martin Waldman. 2) P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY); Acct Superv- Frank Cambria.

§ PKGR & Film Prod- Hennesey Co at General Service Studios, Hollywood, Cal.; Prods- Don McGuire, Jackie Cooper; Dirs- Hy Averback, Don McGuire, Robert Butler, Gene Reynolds; Writers- Don McGuire (creator, head writer), others; Dirs of Photog- Archie Dalzell, Harry Wolf; Music Dir- Sonny Burke.

NBC- 6:30-7am NYT & LAT, Mon thru Fri; RETURN - Continental Classroom - TAPE (COLOR), recorded in NY; to 156 stations net. § Second season for the special television college credit course, this season for Modern Chemistry, thru May 27, with academic credit given by 309 partipating colleges and universities. The course will be taught by Dr. John F. Baxter, on leave as professor of chemistry, U. of Florida. (Last season's course in Atomic Age Physics will be repeated by tape and kinescope for 91 stations, beginning this date, from 6-6:30am.) The first semester of Modern Chemistry will also have 15 outstanding scientists as guest lecturers for various sessions, thru Feb 2, 1960.

§ Sustaining, public service, financially supported by 11 major U. S. corporations and special educational funds founded with corporate backing.

§ PKGR- NBC with the American Association of Colleges for Teacher Education and the American Chemical Society; NBC Superv- Edward Stanley; Exec Prod- Dorothy Culbertson; Prod- Robert Rippen; Dir- Marvin D. Einhorn.

NBC- 4-4:30pm NYT & LAT, Mon thru Fri; DEBUT - The House on High Street - TAPE, recorded in NY; no. of stations not available. (Replaces Truth or Consequences, last show Sept 25). § Daytime drama series based on cases from the files of Domestic Relations Courts across the country, starring Philip Abbott as probation officer John Collier who investigates cases before final hearings. The courtroom scenes and psychiatric interviews are staged for spontaneous drama, with actual judges and psychiatrists participating in the dramas.

§ SPONSORS- Segment Sponsors, see Monthly Program Analyses.

§ PKGR- Dorelco Productions with NBC-TV(NY); Exec Prod- Roger Gimbel; Prod- John Haggott; Dirs- Elliot Silverstein, Lela Swift; Assoc Dir- Anne Keeley; Sets- Herb Andrews; Writers- James Elward, others.

NBC- 4:30-5pm NYT & LAT, Mon thru Fri; DEBUT - Split Personality - LIVE from NY; no. of stations not available. (Replaces County Fair; last show Sept 25).

§ Audience participation show starring Tom Poston as m.c. The game is played by two contestants who try to identify a well-known man or woman from clues supplied by one contestant for the other, based on a mixed set given to each, with the clues of each concealed from the other. The contestants compete for cumulative prizes, with the total depending on games won. A jackpot is also included.

§ SPONSORS- Segment Sponsors, see Monthly Program Analyses.

§ PKGR- Goodson-Todman Enterprises, Inc(NY); Prod- S. Robert Rowe; Dir- Paul Alter; Asst Dir- Dave Handler; Prodn Mgr- Mitchell Leiser; Anncr- Johnny Olsen.

NBC- 9:30-10pm NYT & LAT, Alternate Weeks; RETURN - Goodyear Theater - FILM; 99 stations net, 42 delayed. Third season for the **drama** anthology series, which alternates with Alcoa Theater in this time spot, both starring top name stars in a variety of stories. The program has been in re-run from June 22 thru Sept 14.

§ SPONSOR- Goodyear Tire & Rubber Co thru Young & Rubicam, Inc(NY); Acct Exec- Walter Nield.

§ PKGR & Film Prod- Screen Gems, Inc at Columbia Studios, Hollywood, Cal.; Exec Prod- William Sackheim; Prods- Anthony Wilson, Winston O'Keefe; Dirs- Sidney Lanfield, Walter Grauman, Robert Ellis Miller; Story Ed- Don Moore; Writers- Various.

Monday(Sept 28)

NBC- 10-11pm NYT & LAT, Weekly; RETURN - The Steve Allen Show - LIVE (COLOR) from LA; no. of stations not available. (Replaces The Arthur Murray Party, 10-10:30pm, which moves to Tue, 9-9:30pm, effective Sept 29). § Steve Allen returns as star of his variety show after summer vacation, in a new day and time spot. The program had previously been seen Sundays, 8-9pm NYT, originating from NY. Featured regulars on the program will be Don Knotts, Louis Nye, Dayton Allen, Gabe Dell and Pat Harrington; plus guest variety stars.

§ SPONSOR- Plymouth Division, Chrysler Corp thru N. W. Ayer & Son, Inc(Det); Acct Superv- Richard T. O'Reilly.

§ PKGR- Bellmeadows Enterprises, Inc(LA); Prod- Bill Harbach; Dir- Dwight Hemion; Music Dir- Les Brown; Writers- Leonard Stern (head), Stan Burns, Herb Sargent, Bill Dana, others.

Tuesday(Sept 29)

ABC- 9-9:30pm NYT & LAT, Weekly; RETURN - The Rifleman - FILM; 142 stations net and delayed. § Second season begins for the Western adventure series, starring Chuck Connors in the title role as rancher Lucas McCain, a widower, and Johnny Crawford as his young son Mark. The program has been in re-run from July 7 thru Sept 22.

§ SPONSORS- 1) Ralston Purina Co (Dog Chow) thru Gardner Advertising Co (St. L.); TV Acct Rep- Roland Martini(NY). 2) The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Superv- J. D. Bernhardt. 3) Miles Laboratories, Inc (Alka-Seltzer, other Products) thru Wade Advertising, Inc(Chi); Acct Superv- Hal H. Thurber.

§ PKGR- Four Star Films, Inc and Sussex Pictures, Inc; Film Prod- Four Star Films, Inc at Republic Studios, North Hollywood, Cal.; Prods- Jules Levy, Arthur Gardner; Dirs- Arnold Laven, Joseph H. Lewis, others; Dir of Photog- Howard Schwartz; Art Dir- Bill Ross; Writers- Various.

ABC- 9:30-10:30pm NYT & LAT, this date only; SPECIAL - The Bing Crosby Show - LIVE & TAPE from LA; 190 stations live and tape. (Preempts Naked City, last show Sept 22, and Alcoa Presents, 10-10:30pm). § Bing Crosby is star and host of the first of two music-variety specials (the second will be during February, 1960), with guests Frank Sinatra, Louis Armstrong, Peggy Lee (see page 39-B for other cast credits).

§ SPONSOR- Oldsmobile Division, GMC, thru D. P. Brother & Co(Det); TV Acct Rep- Ken Manuel.

§ PKGR- Bing Crosby Productions(LA); Exec Prod- Bing Crosby; Prods- Bill Colleran, Sammy Cahn; Assoc Prod- Murdo MacKenzie; Dir- Bill Colleran; Assoc Dir- Marjorie Rotunda; Art Dir- Jim Trittipio; Music- Sammy Cahn, Jimmy Van Heusen; Choral Dir- Bill Thompson; Music Dir- Axel Stordahl.

ABC- 10:30-11pm NYT & LAT, Weekly; RETURN & NET DEBUT - Keep Talking - LIVE from NY; 98 stations live and tape. § Comedy game show making its debut on the ABC net, with Merv Griffin as m.c. and regular game teams, including Morey Amsterdam, Danny Dayton, Pat Carroll, Peggy Cass, Paul Winchell, Joey Bishop and guest panelists each week. The program debuted on the CBS net on July 15, 1958, with its last CBS show on Sept 2, 1959.

§ SPONSOR- Mutual Benefit Health & Accident Assn (Mutual of Omaha) thru Bozell & Jacobs, Inc(Omaha); TV Acct Rep- Harold Fair(NY).

§ PKGR- Wolf Enterprises(NY); Prod- Herb Wolf; Asst Prods- Alan Gilbert, Jack Rubin; Dir- Lloyd Gross.

CBS- 8:30-9pm NYT & LAT, Weekly; DEBUT - The Many Loves of Dobie Gillis - FILM; approx 150 stations net and delayed. (Replaces To Tell the Truth, which moves to Thursday, 7:30-8pm NYT & LAT, effective Oct 1, to the time formerly occupied by The Playhouse, last show Sept 10). (Continued on next page)

THIS WEEK(Cont'd)

Tuesday(Sept 29)

CBS- The Many Loves of Dobie Gillis (Cont'd from previous page): § Situation comedy series starring Dwayne Hickman in the title role; with Frank Faylen as his father, Herbert Gillis; Florida Friebus as his mother, Winifred Gillis, and Bob Denver as his beatnik pal, Maynard Krebe.

§ ALTERNATE SPONSORS- 1) Philip Morris, Inc (Marlboro) thru Leo Burnett Co., Inc(Chi); Acct Exec- Richard Halpin. 2) Pillsbury Co (All Products) thru Leo Burnett Co., Inc(Chi); Acct Superv- C. R. Kopp.

§ PKGR- 20th Century-Fox TV, Inc; Film Prod- Martin Manulis Productions, at the Fox Studios, Beverly Hills, Cal.; Prod & Dir- Rod Amateau; Creator and Writing Superv- Max Shulman; Story Ed- Kenneth Evans; Dir of Photog- Charles Van Enger, James Van Trees; Art Dirs- Lyle Wheeler, Herman Blumenthal.

CBS- 9:30-10pm NYT & LAT, Weekly; RETURN - The Red Skelton Show - LIVE (COLOR, premiere) or TAPE; 170 stations live or tape. (Replaces Spotlight Playhouse, last show Sept 22). § Red Skelton returns with his comedy-variety for his seventh season, fifth for the same sponsors, with this program.

§ ALTERNATE SPONSORS- 1) S. C. Johnson & Son, Inc(Jubilee, Klear, Pledge, Glade); Klear thru Foote, Cone & Belding(Chi), agency of record; Acct Superv- George Belsey, Jr.; Jubilee, Pledge, Glade thru Benton & Bowles, Inc(NY). 2) Pet Milk Co (Milk Products) thru Gardner Advertising Co(St. L.); Acct Exec- Wells Hobler.

§ PKGR- CBS-TV(LA); Prod- Cecil Barker; Dir- Seymour Berns; Music Dir- David Rose; Writers- Sherwood Schwartz, Jesse Goldstein, Dave O'Brien.

CBS- 10-11pm NYT & LAT, Weekly; RETURN - The Garry Moore Show - LIVE from NY; 179 stations live and tape. (Replaces The Andy Williams Show, last show Sept 22). § Garry Moore returns for his second season with his comedy-variety-music program, with Marion Lorne and Durward Kirby as featured regulars, and weekly guest stars.

§ ALTERNATE SPONSORS (half-hour each)- 1) Kellogg Co (Corn Flakes, Variety Pak, Concentrate, Gro-Pup) thru Leo Burnett Co., Inc(Chi); TV Acct Superv- Glan Heisch(NY). 2) Polaroid, Inc (Cameras) thru Doyle Dane Bernbach, Inc(NY); Acct Exec- Neil Schreckinger. 3) Pittsburgh Plate Glass Co (Glass, Mirror Products) thru Batten, Barton, Durstine & Osborn, Inc(Pitt & NY); TV Acct Superv- Richard Sears(NY). 4) S. C. Johnson & Son, Inc (Pride, Stride) thru Needham, Louis & Brorby, Inc(Chi); Acct Superv- Daniel Welch.

§ PKGR- Red Wing Productions, Inc and Bob Banner Associates, Inc; Exec Prod- Bob Banner; Prod- Joe Hamilton; Dir- Julio DiBenedetto; Assoc Dir- Mack Bing; Music Dir- Irwin Kostal; Sets- Charles Lisanby; Costumes- Bob MacKintosh; Choreog- Ernie Flatt; Writers- Vincent Bogert (head), Doc Simon, Coleman Jacoby, Arnie Rosen; Prodn Superv- Robert Wright.

NBC- 9-9:30pm NYT & LAT, Weekly; RETURN - The Arthur Murray Party - TAPE (COLOR), recorded in NY; 149 stations tape and delayed. § Music-variety show, with Kathryn Murray as hostess, returns for the new season at a new day and time, again featuring guest performers and dance contests for celebrities. It has been seen in re-run from July 6 thru Sept 21 in its former Mon, 10-10:30pm time spot.

§ ALTERNATE SPONSORS- 1) P. Lorillard Co (Newport) thru Lennen & Newell, Inc (NY); Acct Superv- Robert Kesner. 2) Glenbrook Laboratories, Div of Sterling Drug, Inc (Bayer Aspirin, Phillips' products, others) thru Dancer-Fitzgerald-Sample, Inc(NY).

§ PKGR- Kaar Productions, Inc(NY); Exec Prod- Arthur Murray; Asst Prod- Lee Reynolds; Dir- Coby Ruskin; Music Dir- Ray Carter; Sets- Don Swanagan; Costumes- Guy Kent; Choreog- James Starbuck; Asst Choreog- Thelma Tadlock; Continuity- J. Franklin Jones.

THIS WEEK(Cont'd)

Tuesday(Sept 29)

NBC- 9:30-10:30pm NYT & LAT, this date only; SPECIAL - World Series Special - LIVE, TAPE & FILM from Chicago; no. of stations not available. § Live and tape and film segments with highlights concerning celebrations of the pennant winning American and National League baseball teams, with Mel Allen as m.c. Features include a filmed profile of White Sox second baseman Nellie Fox and family; and interviews with baseball celebrities and officials.
§ SPONSOR- National Carbon Co (Prestone), Div of Union Carbide Corp thru William Esty Co., Inc(NY); Acct Exec- James F. Behan.
§ PKGR- NBC Sports; Exec Prod- Charles G. Mortimer, Jr.; Prod- Martin Stone; Assoc Prods- Leon Newman, Howard Cosell; Dir- Jack Sameth; Writer- Larry Goodman.

Wednesday(Sept 30)

ABC- 5:30-6pm NYT & LAT, Wed and Thu; RETURN & NET DEBUT - My Friend Flicka - FILM; 110 stations net and delayed. (Replaces Mickey Mouse Club, Wed, and Walt Disney Adventure Time, Thu, last show Sept 24). § Re-runs of the Western adventure series, based on Mary O'Hara's book, starring Anita Louise, Gene Evans, Johnny Washbrook and Flicka the horse. The series originally debuted on the CBS net on Feb 10, 1956 and was also seen on the NBC net during the 1957-58 season.
§ SPONSOR- General Mills, Inc (Cereals) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- G. H. Johnson.
§ PKGR & Film Prod- TCF TV Productions, at Fox Western Studios, Hollywood, Cal.; Exec Prod- Michel Kraike; Prods- Sam White, Allan Armer; Dirs- Various; Writers- Various.

ABC- 8-8:30pm NYT & LAT, Weekly; DEBUT - Charley Weaver's Hobby Lobby - TAPE, recorded in NY; 94 stations net and delayed. (Replaces Court of Last Resort, which moves to 7:30-8pm, effective this date). § Cliff Arquette, in his comedy character role as Charley Weaver, is m.c. for this TV version of the famous radio program, which examines unusual hobbies of people. The television version will also feature the hobbies of show business and other celebrities.
§ SPONSOR- Mogen David Wine Corp thru Edward H. Weiss & Co(Chi).
§ PKGR- Don Fedderson Productions(NY); Prod- Art Stark; Assoc Prod- Mary Dodd; Dir- David Lowe; Music Dir- John Gart; Prog Consult- Roy Kammerman.

CBS- 7:30-8:30pm NYT & LAT, Weekly; RETURN - The Lineup - FILM; 139 stations net and delayed. (Replaces Twilight Theatre, last show Sept 23). § Sixth season begins for the police-suspense series, with a new one-hour format and additions to the cast of regulars. Warner Anderson stars as Lt. Ben Guthrie, of the San Francisco Police Dept., with William Leslie as Inspector Dan Delaney, Tod Barton as Inspector Charlie Summers, Skip Ward as Officer Pete Larkin and Rache Ames as Policewoman Sandy McAllister. (Tom Tully has left the series).
§ ALTERNATE SPONSORS (half-hour each, some segments)- 1) Peter Paul, Inc (Candies) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Robert Etienne. 2) Glidden Co (Paints) thru Meldrum & Fewsmith, Inc(Cleve). 3) Corning Glass Works (Pyrex, Corning Ware) thru N. W. Ayer & Son, Inc(NY). 4) Vick Chemical Co (Cold Tablets, VapoRub) thru Ogilvy, Benson & Mather, Inc(NY); Acct Exec- Michael Bendror. 5) Manhattan Shirt Co thru Daniel & Charles, Inc(NY); Acct Exec- Arthur Strauss.
§ PKGR & Film Prod- CBS-TV at California Studios, Hollywood, Cal. and location in San Francisco; Exec Prod- Edgar Peterson; Prod- Frank La Tourette; Dirs- Various; Dir of Photog- Nick Musuraca; Assoc Prod- Anthony Barr; Writers- Various.

CBS- 8:30-9pm NYT & LAT, Weekly; DEBUT - Men Into Space - FILM; 173 stations net and delayed. (Replaces Trackdown, last show Sept 23). § Adventure series starring William Lundigan as Col. Edward McCauley, USAF, top spaceship pilot. The series deals with the problems in reaching (Continued on next page)

THIS WEEK(Cont'd)

Wednesday(Sept 30)

CBS- Men Into Space (Cont'd from previous page): and conquering outer space.

§ ALTERNATE SPONSORS- 1) American Tobacco Co (Lucky Strike) thru Batten, Barton, Durstine & Osborn, Inc(NY); TV Acct Superv- Don Rowe. 2) National Carbon Co (Prestone) Div of Union Carbide Corp thru J. M. Mathes, Inc(NY), agency of record; Acct Exec- Jan H. H. Meyer. 3) Longines-Wittnauer Watch Co., Inc thru Victor A. Bennett Co., Inc(NY); Acct Exec- Ed Kahn.

§ PKGR & Film Prod- Ziv TV Programs, Inc(LA); Prod- Lewis Rachmil; Dirs- Various; Story Ed- Bob Leach; Writers- Various.

CBS- 10-11pm NYT & LAT, Alternate Weeks; RETURN - Armstrong Circle Theatre - LIVE (premiere, TAPE), from NY; 115 stations live or tape. § Fifth season begins for the current version of dramas presented under the title (third CBS season). The series presents documentary re-creations and dramas based on true events and on the exploits of real people in all walks of life. The program has been in re-run via tape repeats from July 8 thru Sept 2 (Sept 16 program was pre-empted). It alternates with U. S. Steel Hour, which continues its schedule uninterrupted thru the year. Douglas Edwards is host-narrator for Circle Theatre.

§ SPONSOR- Armstrong Cork Co (Floor, Wall Coverings) thru Batten, Barton, Durstine & Osborn, Inc(NY); TV Acct Superv- Richard Sears.

§ PKGR- Talent Associates, Ltd(NY); Exec Prod- Robert Costello; Dirs- William Corrigan, others; Script Ed- Barbara Schultz; Writers- Various.

NBC- 7:30-8:30pm NYT & LAT, Weekly; RETURN - Wagon Train - FILM; no. of stations not available. § Third season begins for the Western adventure series, starring Ward Bond in the continuing role of Wagonmaster Seth Adams, and Robert Horton as Scout Clint McCullough, with Frank McGrath as Wooster and Terry Wilson as Hawks. Each week's episode features a different story with top name guest stars in key roles. The program has been in re-run from July 1 thru Sept 23.

§ SPONSORS- 1) Ford Motor Co (Ford) thru J. Walter Thompson Co(Det); Acct Exec- W. D. Laurie, Jr. 2) R. J. Reynolds Tobacco Co (Salem) thru William Esty Co., Inc(NY); Acct Exec- Samuel Northcross. 3) National Biscuit Co (Crackers, Cookies) thru McCann-Erickson, Inc(NY); Acct Superv- A. J. Roby, Jr.

§ PKGR- MCA, Inc; Film Prod- Revue Productions, Inc., at Revue Studios, Universal City, Cal.; Prod- Howard Christie; Dirs- William Witney, others; Writers- Various.

NBC- 9-10pm NYT & LAT, Weekly; RETURN - Perry Como Show - TAPE (COLOR), recorded in NY; no. of stations not available. (Replaces The Dave King Show, 9-9:30pm, last show Sept 23, and Bat Masterson, which moves to Thu, 8-8:30pm NYT & LAT, effective Oct 1). § Perry Como returns for his fifth season with his one-hour music-variety program, but at a new day and time, after a summer hiatus. During previous seasons his program was seen Sat, 8-9pm NYT. The network's title for the new program is Perry Como's Kraft Music Hall.

§ SPONSOR- National Dairy Products Corp (Kraft Foods Div, All Products) thru J. Walter Thompson Co(Chi); Acct Superv- Arthur Farlow; TV Acct Exec- Floyd Van Etten; Comm Anncr- Ed Herlihy.

§ PKGR- Roncom Productions, Inc(NY); Prod & Dir- Clark Jones; Assoc Prod- Henry Howard; Music Dir- Mitchell Ayres; Anncr- Frank Gallop; Sets- Peter Donhanas; Costumes- Michi; Choreog- Louis Da Pron; Choral Dir- Ray Charles; Writers- Herb Baker, Billy Friedberg, Will Glickman.

NBC- 10-10:30pm NYT & LAT, Weekly; RETURN - This Is Your Life - TAPE, recorded in LA and other cities; 145 stations net and delayed. § Eighth season begins for Ralph Edwards' re-creations of the lives of noteworthy persons through research into their pasts and the surprise bringing together of all associates and families. The program has been in tapere-run from July 1 thru Sept 23.

(Continued on next page)

THIS WEEK(Cont'd)

Wednesday(Sept 30)

NBC- This Is Your Life (Cont'd from previous page): § SPONSOR- The Procter & Gamble Co (Joy, Prell Liquid, Lilt); Joy thru Leo Burnett Co., Inc (Chi), agency of record; Acct Superv- Gordon Rothrock. Prell Liquid thru Benton & Bowles, Inc(NY); Acct Superv- Robert F. Young. Lilt thru Grey Advertising Agency, Inc(NY); Acct Superv- Jerome S. Stolzoff.

§ PKGR- Ralph Edward Productions(LA); Exec Prod- Ralph Edwards; Prod- Axel Gruenberg; Dir- Dick Gottlieb; Assoc Dir- Rick Oxford; Music Dir- Von Dexter; Prog Anncr- Bob Warren; Writers- Paul Phillips, Will Hayes; Research- Don Malmberg (head), Jan Boehme, Janet Tighe, Alice Keyser.

NBC- 10:30-11pm NYT & LAT, Weekly; DEBUT - Wichita Town - FILM; no. of stations not available. § Western adventure series in the decade after the Civil War, starring Joel McCrea as Marshal Mike Dunbar and Jody McCrea as Young Ben Matheson, trail driver for his father's West Texas ranch, and friend of the marshal.

§ SPONSOR- The Procter & Gamble Co(Tide) thru Benton & Bowles, Inc(NY); Acct Execs- Toby Schreiber, Dallas Corser.

§ PKGR- Mirisch-McCrea Productions; Film Prod- Four Star Films, Inc., at Republic Studios, North Hollywood, Cal.; Prodn Exec- Frank Baur; Dirs- Jerry Hopper, others; Dirs of Photog- Guy Roe, Charles Burke; Art Dir- Bill Ross; Music- Hans Salter; Music Ed- Harry King; Writers- Various.

NBC- 12:30-12:45pm NYT, four or more days; SPECIALS - World Series Warmup - LIVE from Chicago and Milwaukee or LA; approx 200 stations live. § Special programs preceding each World Series game, with a representative from both the National and American League giving an analysis of each day's Series game.

§ SPONSORS- General Mills, Inc (Wheaties) thru Knox Reeves Advertising, Inc (Minn), and American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY).

§ PKGR- Sports Programs, Inc(Chi); Prod- Jim Colligan.

NBC- 12:45pm-concl, four or more days; SPECIALS - 1959 World Series - LIVE from Chicago and Milwaukee or LA; approx 200 stations live. § Telecasts of the World Series games between the Chicago White Sox, American League champions, and pennant-winning team in the National League. Chicago will be the site for games one and two, plus games six and seven if necessary, with other games originating in the city of the National League winner.

§ SPONSOR- Gillette Safety Razor Co (Razors, Blades) thru Maxon, Inc(Det); Acct Superv- Lou R. Maxon, M. F. Mahony.

§ PKGR- NBC Sports(NY); Dir- Harry Coyle.

Thursday(Oct 1)

ABC- 7:30-8pm NYT & LAT, Weekly; RETURN & NET EVENING DEBUT - The Gale Storm Show - FILM; 117 stations net and delayed. § Situation comedy series, starring Gale Storm as a social director aboard a luxury cruise ship, with ZaSu Pitts as the operator of the liner's beauty salon, Roy Roberts as Capt. Huxley and James Fairfax as a steward. The series debuted on the CBS net on Sept 26, 1956 as Oh! Susanna, later being re-titled The Gale Storm Show and was seen thru April 11, 1959. Re-runs of the CBS series debuted on ABC as a daytime strip series on April 13, 1959. The new evening program series is made up of new films.

§ SPONSOR- Warner-Lambert Pharmaceutical Co (Listerine) thru Lambert & Feasley, Inc(NY); Acct Superv- E. Douglas Morris.

§ PKGR- Independent TV Corp; Film Prod- ITC at Desilu Studios, Hollywood, Cal.; Prod- Alex Gottlieb; Dirs- William Seiter, others; Writers- Various.

Thursday(Oct 1)

ABC- 8-8:30pm NYT & LAT, Weekly; RETURN - The Donna Reed Show - FILM; 106 stations net and delayed. (Replaces Zorro, last show Sept 24). § Second season for the family comedy series, starring Donna Reed as Donna Stone, wife of a pediatrician and mother of two children. The series moves to a new day and time this date. It has been in re-run from June 24 thru Sept 16 in its previous time, Wed, 9-9:30pm.

§ ALTERNATE SPONSORS- 1) Campbell Soup Co (Soups) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- McDonald Gillespie. 2) Johnson & Johnson (Baby Powder, other products) thru Young & Rubicam, Inc(NY); Acct Exec- George Fitch. § PKGR- Todon Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Cal.; Prod- Tony Owen; Assoc Prod- Phil Sharp; Dir- Oscar Rudolph; Dir of Photog- Gert Anderson; Creator- William Roberts; Writers- Various.

ABC- 8:30-9pm NYT & LAT, Weekly; RETURN - The Real McCoys - FILM; 153 stations net and delayed. § Third season begins for the situation comedy series starring Walter Brennan, with Richard Crenna, Kathy Nolan, Lydia Reed, Michael Winkelman and Tony Martinez. The program has been in re-run from July 2 thru Sept 24.

§ SPONSOR- The Procter & Gamble Co (Food Mixes, Cleansers) thru Compton Advertising, Inc(NY).

§ PKGR- Brennan-Westgate Productions with Matrerto Productions, Inc; Film Prod- Desilu Productions, Inc., at Desilu Studios, Culver City, Cal.; Prod- Irving Pincus; Assoc Prod- Norman Pincus; Dir- Hy Averback; Dir of Photog- Lothrop Worth; Writers- Various.

ABC- 9-10pm NYT & LAT (premiere only), then 9-9:30pm NYT & LAT, Weekly; RETURN - The Pat Boone Chevy Showroom - LIVE from NY; 150 stations live and tape. (Replaces Leave It To Beaver, 9-9:30pm, which moves to Sat, 8:30-9pm, effective Oct 3, and Rough Riders, 9:30-10pm, last show Sept 24). § Third season begins for the music-variety program starring singer Pat Boone. The first program is a one-hour special, after which the program will revert to its previous half-hour format and length. The program returns after summer hiatus; last show was June 25.

§ SPONSOR- Chevrolet Motor Div, GMC, thru Campbell-Ewald Co(Det); Acct Exec- Hugh Lucas; TV Acct Rep- Pete Miranda(NY).

§ PKGR- Cooga Mooga, Inc(NY); Prod- Dan Lounsbery; Assoc Prod- Ernest Walling; Dir- Dave Geisel; Assoc Dir- Gertrude Tipper; Music Dir- Mort Lindsey; Choral Dir- Artie Malvin; Sets- Fred Voepel; Choreog- Bill Foster; Writers- Chuck Horner, Woody Allen, Bill Jacobson.

CBS- 8-8:30pm NYT & LAT, Weekly; DEBUT - The Betty Hutton Show - FILM; 198 stations net and delayed. (Replaces December Bride, last evening program, Sept 24; see page 91). § Comedy series, starring Betty Hutton, as Goldie, a showgirl turned manicurist, who becomes the guardian of three teen-agers when she is named executrix of a millionaire's estate. Gigi Perreau plays 19-year-old Pat Strickland, Richard Miles is 18-year-old Nicky Strickland and Dennis Joel is 12-year-old Roy Strickland, among other regulars.

§ General Foods Corp (Post Cereals) thru Benton & Bowles, Inc(NY); Acct Superv- Quentin McDonald.

§ PKGR & Film Prod- Hutton Productions at Desilu Studios, Culver City, Cal.; Prod- William Harmon; Prodn Superv- Doc Merman; Dirs- Richard Kinon, others; Dir of Photog- Charles Van Enger; Writers- Various; Creator- Stanley Roberts (Roberts was also originally producer of the first films in the series).

CBS- 8:30-9pm NYT & LAT, Weekly; DEBUT - Johnny Ringo - FILM; approx 140 stations net and delayed. (Replaces Yancy Derringer, last show Sept 24).

(Continued on next page)

THIS WEEK(Cont'd)

Thursday(Oct 1)

CBS- Johnny Ringo (Cont'd from previous page): § Don Durant stars in the title role of the Western adventure series as a gunfighter who becomes a sheriff in Arizona in the 1880's, with Terence de Morney as his deputy Cason Thomas, and Karen Sharpe as Thomas' daughter Laura.

§ ALTERNATE SPONSORS- 1) S. C. Johnson & Son, Inc (Pride, Stride) thru Needham, Louis & Brorby, Inc(Chi); Acct Superv- Daniel Welch. 2) P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY); Acct Superv- Frank Cambria.

§ PKGR & Film Prod- Four Star Films, Inc., at Republic Studios, North Hollywood, Calif; Prod & Creator- Aaron Spelling; Dirs- Howard Koch, others; Dir of Photog- Charles Burke; Story Ed- Stephen Lord; Writers- Aaron Spelling, others.

CBS- 9-9:30pm NYT & LAT, Weekly; RETURN - Dick Powell's Zane Grey Theatre - FILM; 154 stations net and delayed. § Fourth season for the Western adventure anthology drama series, starring Dick Powell as host and occasional star. The program has been in re-run from June 11 thru Sept 24.

§ ALTERNATE SPONSORS- 1) S. C. Johnson & Son, Inc (Pledge, Glade, others) thru Benton & Bowles, Inc(NY); Acct Exec- John Weaver. 2) General Foods Corp (Maxwell House Coffee) thru Ogilvy, Benson & Mather, Inc(NY); Acct Exec- William Phillips.

§ PKGR- Four Star Films, Inc with Zane Grey Productions, Inc; Film Prod- Four Star Films, Inc., at Republic Studios, North Hollywood, Cal.; Prod- Hal Hudson; Dirs- Various; Dir of Photog- Guy Roe; Story Ed- Nina Laemmle; Writers- Various.

CBS- 9:30-11pm NYT & LAT, Alternate Weeks; RETURN - Playhouse 90 - TAPE, recorded in LA; 158 stations net and delayed. § Fourth season for the dramatic anthology series, but for the first time it will be seen alternate weeks, rather than weekly as in previous seasons. The program has been in weekly re-run via tape repeats from July 2 thru Sept 24.

§ SPONSORS- 1) American Gas Assn thru Lennen & Newell, Inc(NY); Acct Exec- Richard Eyman. 2) Allstate Insurance Co thru Leo Burnett Co., Inc(Chi); Acct Exec- Frank Simpson. 3) R. J. Reynolds Tobacco Co (Camels) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill.

§ PKGR- CBS-TV(LA); Prods- John Houseman (6), Fred Coe (6), Herbert Brodtkin (6), Peter Kortner (1); each producer will have separate staffs. Premiere production: Prod- John Houseman; Assoc Prods- Russell Stoneham, Charles M. Schultz; Dir- Robert Stevens; Art Dir- Edgar Landsbury; Music Dir- Robert Drasnin.

NBC- 7:30-8pm NYT & LAT, Weekly; DEBUT - Law of the Plainsman - FILM; no. of stations not available. (Replaces The Californians, last show Sept 10; preempted by news specials Sept 17, 24). § Western adventure series starring Michael Ansara as an Apache Indian, Sam Buckhart, who serves as a deputy U.S. Marshal in the New Mexico Territory of 1885.

§ SPONSORS- 1) Renault, Inc thru Kudner Agency, Inc(NY); Acct Exec- James Cochrane. 2) Sunshine Biscuit Co thru Cunningham & Walsh, Inc(NY); Acct Exec- John Woods. 3) Ansco Div, General Aniline & Film Corp thru Benton & Bowles, Inc(NY); Acct Exec- Fred Carlin.

§ PKGR- Cardiff Productions with Four Star Films, Inc; Film Prod- Four Star Films, Inc., at Republic Studios, North Hollywood, Cal.; Exec Prods- Jules Levy, Arthur Gardner, Arnold Laven; Prod- Peter Packer; Dirs- Various; Dir of Photog- Glenn McWilliams; Writers- Various.

NBC- 8-8:30pm NYT & LAT, Weekly; RETURN - Bat Masterson - FILM; no. of stations not available. (Replaces Who Pays?, last show Sept 24). § Second season begins for the Western adventure series starring Gene Barry in the title role. It starts its new season at a new day and time. The program has been in re-run from Aug 5 thru Sept 23 in its former time, Wed, 9:30-10pm.

(Continued on next page)

THIS WEEK(Cont'd)

Thursday(Oct 1)

NBC- Bat Masterson (Cont'd from previous page): § SPONSORS- (East and Midwest) National Dairy Products Corp (Sealtest Div) thru N. W. Ayer & Son, Inc(NY); Acct Superv- Tom Watson. (West only) Hills Brothers Coffee, Inc thru N. W. Ayer & Son, Inc(S. F.).
§ PKGR & Film Prod- Ziv TV Programs, Inc., at Ziv Studios, Hollywood, Cal.; Prods- Frank Pittman, Andy White; Dirs- Various; Dir of Photog- Robert Hoffman; Sets- Frank Hotaling; Costumes- Ed Armand.

NBC- 9:30-10pm NYT & LAT, Weekly; RETURN - The Ford Show - LIVE (COLOR) from LA; stations not available. (Replaces 21 Beacon Street, last show Sept 24).

§ Tennessee Ernie Ford returns for his fourth season as host of this variety-comedy show, with top guest stars. The program returns from summer hiatus; last show was June 25.

§ SPONSOR- Ford Motor Co (Ford Division) thru J. Walter Thompson Co(Det); Acct Exec- W. D. Laurie, Jr.

§ Betford Productions(LA); Prod- Cliffie Stone; Dir- Bob Finkel; Music Dir- Harry Geller.

NBC- 10:30-11pm NYT & LAT; Weekly; RETURN - The Lawless Years - FILM; no. of stations not available. (Replaces Masquerade Party, last show Sept 24).

§ Dramas of the jazz age, starring James Gregory as Detective Barney Ruditsky, whose memoirs of his years in the New York Police Dept provide the basic material for the series. The program debuted April 16, 1959 and was seen thru Sept 3. It now returns at a new day and time.

§ SPONSORS- (Segment) Alberto-Culver Co (Command) thru Wade Advertising, Inc (Chi). Remaining time sustaining, open.

§ PKGR- California National Productions(LA); Prod- Jack Chertok TV, Inc., at MGM Studios, Culver City, Cal.; Prod- Jack Chertok; Pron Exec- Harry Poppe; Dir- Allen Miner; Dir of Photog- William Margulies; Writers- Various.

Friday(Oct 2)

ABC- 7:30-8:30pm NYT & LAT, Weekly; RETURN - Walt Disney Presents - FILM; 148 stations net and delayed. § Second season begins for Disney's varied program presentation. The program will continue to present new dramas in the stories of Elfego Baca and Texas John Slaughter, both Western adventure series, and begins a new group this season, The Swamp Fox, stories of the days of Francis Marion, American Revolutionary War hero. Robert Loggia stars as Elfego Baca, Tom Tryon as Texas John Slaughter and Leslie Nielson as Francis Marion, The Swamp Fox. During the season will feature other stories typical of Disney's type of programming. The program has been in re-run from April 3 thru Sept 25.

§ ALTERNATE SPONSORS- 1) (Eastern Regional) Ward Baking Co (Tip Top Cake Products) thru Grey Advertising Agency, Inc(NY); Mars, Inc thru Knox Reeves Advertising, Inc(Minn); (Western States) Hills Brothers Coffee, Inc thru N. W. Ayer & Son, Inc(S. F.). 2) Canada Dry Corp (Soft Drinks) thru J. M. Mathes, Inc(NY); Derby Foods, Inc (Peter Pan Peanut Butter) thru McCann-Erickson, Inc(Chi)

§ PKGR & Film Prod- Walt Disney Productions, Inc., at Disney Studios, Burbank, Cal.; Exec Prod- Walt Disney; production staffs varied for each feature.

ABC- 10:30-11pm NYT & LAT, Weekly; RETURN & NET DEBUT - Black Saddle - FILM; 86 stations net and delayed. § Western adventure series starring Peter Breck as Clay Culhane, gunfighter turned frontier lawyer; Russell Johnson as Marshal Gib Scott, and Anna-Lisa as hotel keeper Nora Travers. The program originally debuted over NBC on Jan 10, 1959 and was seen thru Sept 5, with repeats from June 6 thru Sept 5. It begins a new season over ABC with new films in the series.

§ SPONSORS- 1) Liggett & Myers Tobacco Co (Oasis) thru McCann-Erickson, Inc (NY); Acct Superv- James E. Kleid. 2) Alberto-Culver Co (Command) thru Wade Advertising, Inc(Chi).

(Continued on next page)

Friday(Oct 2)

ABC- Black Saddle (Cont'd from previous page): § PKGR- Four Star Films, Inc., Halmac Productions, Zane Grey Productions; Film Prod- Four Star Films, Inc., at Republic Studios, North Hollywood, Cal.; Exec Prods- Hal Hudson, John McGreevey; Prod- Antony Ellis; Dirs- Various; Head Writer- John McGreevey; Dir of Photog- Guy Roe; Art Dir- J. M. Van Amelen.

CBS- 8:30-9pm NYT & LAT, Weekly; DEBUT - Hotel de Paree - FILM; 149 stations net and delayed. (Replaces I Love Lucy, last evening show Sept 18). § Western adventure series, starring Earl Holliman as Sundance, a man who has served a prison sentence for an inadvertent crime; with Jeanette Nolan as Annette, a French woman who established the hotel of the title in a town in the Colorado gold fields. § ALTERNATE SPONSORS- 1) Kellogg Co (Sugar Frosted Flakes, Special K); Acct Superv- Roy S. Lang. 2) Liggett & Myers Tobacco Co (I&M) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Norman Lauchner.

§ PKGR & Film Prod- CBS-TV at California Studios, Hollywood, Cal.; Exec Prod- William Self; Prod- Milton Krims; Assoc Prod- Del Reisman; Dirs- Various; Dir of Photog- Frank Phillips.

CBS- 10-10:30pm NYT & LAT, Weekly; DEBUT - The Twilight Zone - FILM; approx 139 stations net and delayed. (Replaces The Lineup, last half-hour show Sept 25; moved to Wed, 7:30-8:30pm NYT, starting Sept 30 as one hour program).

§ Dramatic anthology series, with tales of the bizarre, the unexplainable, the fantastic. Creator Rod Serling is host-narrator for the series.

§ ALTERNATE SPONSORS- 1) General Foods Corp (Sanka) thru Young & Rubicam, Inc (NY); Acct Superv- Walter Chamberlain. 2) Kimberly-Clark Corp (Kleenex) thru Foote, Cone & Belding (Chi); Acct Exec- G. L. DeBeer.

§ PKGR- Cayuga Productions with CBS-TV; Film Prod- Cayuga-CBS-TV at MGM Studios, Culver City, Cal.; Exec Prods- Rod Serling, William Self; Prod- Buck Houghton; Dirs- Various; Dir of Photog- George Clemens; Writers- Rod Serling (Head), others.

NBC- 8:30-9:30pm NYT & LAT, 1st of 8 specials; DEBUT - The Art Carney Show - TAPE or LIVE (COLOR), from NY; approx 165 stations live or tape. § Art Carney is the star of eight special programs during the season that are part of the network's Friday Night specials. Some will be dramatizations of plays, stories, comedies and several may be musical variety, including the premiere program. They will run either 60 or 90 minutes, with various guest stars supporting Art Carney. The premiere program is "Small World, Isn't It?" a musical variety-revue. Future schedule: Nov 13, Fri, 8:30-10pm; Dec 4, Fri, 8:30-9:30pm; Jan 8, Fri, 8-9:30pm; Feb 5, Fri, 8-9:30pm; March 4, Fri, 8:30-9:30pm; April 8, Fri, 8:30-10pm; May 6, Fri, 8:30-9:30pm.

§ SPONSORS- 1) A. C. Spark Plug Division, GMC, thru D. P. Brother & Co (Det); Acct Superv- Victor W. Canever. 2) United Motors Service Division, GMC, thru Campbell Ewald Co (Det); Acct Superv- George W. Davis.

§ PKGR- Talent Associates, Ltd (NY); Prod- Davis Susskind. Premiere production credits: Assoc Prod- Jose Vega; Dir- Bert Shevelove; Music Dir- Bernie Green; Costumes- John Boxer; Choreog- Mary Jane Doerr; Writers- Larry Gelbart, Sheldon Keller; Prodn Superv- Renee Valenti.

Saturday(Oct 3)

ABC- 12noon-12:30pm NYT & LAT, Weekly; DEBUT - Lunch with Scupy Sales - LIVE from Detroit for Eastern zone, other times TAPE; no. of stations not available.

(Replaces The Uncle Al Show, last show Sept 26). § Soupy Sales presents his comedy, puppets and outlandish narrations, complete with gimmicks and custard pies. Soupy eats lunch with his viewers and aims his messages at youngsters.

§ SPONSOR- General Foods Corp (Jell-O Division) thru Young & Rubicam, Inc (NY); TV Acct Rep- Martin Waldman.

§ PKGR- WXYZ-TV (Detroit); production credits not available.

Saturday(Oct 3)

ABC- 8:30-9pm NYT & LAT, Weekly; RETURN - Leave it to Beaver - FILM; no. of stations not available. (Replaces Jubilee, U. S. A., which moves to 10-10:30pm NYT & LAT, effective this date). § Third season, second on ABC, begins for the family comedy series concerned with two growing boys and their parents, starring Barbara Billingsley as June Cleaver, Hugh Beaumont as Ward Cleaver, Jerry Mathers as Theodore "Beaver" Cleaver and Tony Dow as Wally Cleaver. The program has been in re-run from July 2 thru Sept 24 in its previous time spot, Thu, 9-9:30pm NYT & LAT.

§ SPONSORS- 1) Ralston Purina Co (Cereals) thru Guild, Bascom & Bonfigli(S.F.).
2) Warner Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY).
3) Polaroid Corp (Cameras, Accessories) thru Doyle Dane Bernbach, Inc(NY).
4) The Procter & Gamble Co (Crest) thru Benton & Bowles, Inc(NY).

CBS- 12noon-12:30pm NYT, Weekly; RETURN & NET DEBUT - Sky King - FILM; no. of stations not available. § Kirby Grant stars as a flying rancher, with Gloria Winters as his niece, Penny. Story line ranges all over North America. The series originally debuted over the ABC net on Sept 16, 1951, last show Sept 6, 1954. It has been seen on a national spot basis since for National Biscuit Co.

§ SPONSOR- National Biscuit Co (Biscuits, Crackers) thru McCann-Erickson, Inc (NY); Group Head- A. J. Roby, Jr.

§ PKGR- McCann-Erickson, Inc; Film Prod- McGowan Productions at McGowan Studios, Hollywood, Cal.; production credits not available.

CBS- 7:30-8:30pm NYT & LAT, Weekly; RETURN - Perry Mason - FILM; 153 stations net and delayed. (Replaces Reckoning, last show Sept 26). § Third season begins for the mystery-adventure series starring Raymond Burr in the title role, with Barbara Hale as Della Street, William Hopper as private detective Paul Drake, William Talman as District Attorney Hamilton Burger and Ray Collins as Police Lt. Arthur Tragg. The series is based on the Erle Stanley Gardner novels.

§ ALTERNATE SPONSORS- 1) (Full hour, alternate weeks) Colgate-Palmolive Co (Colgate Dental Cream, Halo, Fab, Wildroot, Vel Liquid, Rapid Shave); Dental Cream, Wildroot, Fab, Rapid Shave thru Ted Bates & Co., Inc(NY), agency of record; Halo thru D'Arcy Advertising Co(NY); Vel Liquid thru Lennen & Newell, Inc(NY).
2) (Segments, alternate weeks) Sterling Drug, Inc (Bayer Aspirin) thru Dancer-Fitzgerald-Sample, Inc(NY). Philip Morris, Inc (Parliament) thru Benton & Bowles, Inc(NY). (Eastern stations) Gulf Oil Corp thru Young & Rubicam, Inc(NY). (Midwest and Western stations) Theo. Hamm Brewing Co thru Campbell-Mithun, Inc(Minn).
§ PKGR & Film Prod- Paisano Productions with CBS-TV, at General Service Studios, Hollywood, Cal.; Exec Prod- Gail Patrick Jackson; Prod- Herbert Hirschman; Dirs- Various; Dir of Photog- Frank Redman.

NBC- 9:30-10:30pm NYT & LAT, Weekly; DEBUT - Five Fingers - FILM; no. of stations not available. (Replaces Cimarron City, last show Sept 26). § International intrigue series based on the story "Operation Cicero," by L. C. Moyzisch, starring David Hedison as Victor Sebastian, alias "Five Fingers," an American agent assigned to break up a Soviet espionage ring. The series features Luciana Paluzzi as Simone Genet, a Paris fashion model, in love with Sebastian, who covers his activities by working as a theatrical agent in Europe.

§ SPONSORS- (Segments, alternating) 1) Warner Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY). 2) Corning Glass Works thru N. W. Ayer & Son, Inc(NY). 3) Midas, Inc (Mufflers) thru Edward H. Weiss & Co(Chi). 4) Helene Curtis Industries, Inc thru McCann-Erickson, Inc(Chi). 5) Bristol-Myers Co thru Ogilvy Benson & Mather, Inc(NY). 6) Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY). 7) The Procter & Gamble Co thru Benton & Bowles, Inc(NY).
§ PKGR- 20th Century-Fox Television, Inc; Film Prod- Martin Manulis Productions, Inc, at Fox Studios, Beverly Hills, Cal; Prod- Herbert Swope, Jr.; Dirs- Various; Dir of Photog- Joe MacDonald; Art Dirs- Lyle R. Wheeler, Walter M. Simonds; Story Ed- Kenneth Evans; Writers- Various; Music- David Raskin.

Sunday(Oct 4)

ABC- 7-7:30pm NYT & LAT, Weekly; RETURN - Colt .45 - FILM; 80 stations net and delayed. (Replaces You Asked For It, last show Sept 27). § Third season begins, at a new time, for the Western adventure series, starring Wayde Preston as Christopher Colt, who masquerades as a gun salesman to cover his duties as a federal agent. The series has been in re-run from July 5 thru Sept 27 in its previous time, Sun, 9-9:30pm NYT & LAT.

§ SPONSORS- 1) The Nestle Co (Coffees) thru McCann-Erickson, Inc(NY). 2) Derby Foods, Inc (Peter Pan Peanut Butter, other Foods) thru McCann-Erickson, Inc(Chi). § PKGR & Film Prod- Warners TV Division at Warner Bros. Studios, Burbank, Cal.; Prod- Cedric Francis; Dir- Herbert L. Strock; Dir of Photog- Warren Lynch; Writers- Various.

ABC- 8:30-9pm NYT & LAT, Weekly; RETURN - Lawman - FILM; 156 stations net and delayed. § Second season begins for the Western adventure series starring John Russell as Marshal Dan Troop of Laramie, with Peter Brown as his deputy, Johnny McKay, also featuring this season, Peggie Castle as Lily, a gambling hall operator. The program was in re-run from July 5 thru Sept 27.

§ ALTERNATE SPONSORS- 1) R. J. Reynolds Tobacco Co (Camel) thru William Esty Co. Inc(NY); Acct Exec- Thomas Luckenbill. 2) Whitehall Laboratories Div, American Home Products Corp (Anacin) thru Ted Bates & Co., Inc(NY); Acct Superv- James Benham.

§ PKGR & Film Prod- Warners TV Division at Warner Bros. Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Jules Schermer; Dirs- Various; Dir of Photog- Terry Finnerman; Writers- Various.

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Rebel - FILM; 105 stations net and delayed. (Replaces Colt. 45, which moved to 7-7:30pm, this date). § Western adventure series starring Nick Adams as Johnny Yuma, 20-year-old ex-Confederate soldier, who tries to find a place for himself in the Reconstruction days in the West. John Carradine is featured as newspaper editor George Dodson.

§ ALTERNATE SPONSORS- 1) Liggett & Myers Tobacco Co (I&M) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- F. J. Leighty. 2) The Procter & Gamble Co (Blue Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- Allan Gardner.

§ PKGR & Film Prods- Goodson-Todman Productions with Fen-Ker-Ada Productions; at Paramount Studios, Hollywood, Cal.; Prod- Andrew Fenady; Dir- Irvin Kershner; Dir of Photog- Ernest Laszlo, Haskell Boggs; Writers- Various.

ABC- 9:30-10:30pm NYT & LAT, Weekly; DEBUT - The Alaskans - FILM; 117 stations net and delayed. (Replaces Deadline for Action, last show Sept 20). § Adventure series set in Alaska during the Gold Rush of 1898, following the light-hearted adventures of a young Canadian, Silky Harris, played by Roger Moore; his cowboy pal Reno McKee, played by Jeff York, and saloon singer Rocky Shaw, played by Dorothy Provine. Others featured in the series are Ray Danton as Nifty Cronin, Frank de Kova as Fantan and John Dehner as Soapy Smith.

§ SPONSORS- (Segments, alternating) 1) Liggett & Myers Tobacco Co thru McCann-Erickson, Inc(NY). 2) Johnson & Johnson thru Young & Rubicam, Inc(NY). 3) Armour & Co (Dial Soap, Shampoo) thru Foote, Cone & Belding(Chi). 4) Ludens Inc thru J. M. Mathes, Inc(NY). 5) Warner Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY). 6) National Carbon Co (Prestone, Eveready) Div of Union Carbide Corp thru William Esty Co., Inc(NY). 7) Seven-Up Co thru J. Walter Thompson Co(NY). 8) Bulova Watch Co thru McCann-Erickson, Inc(NY).

§ PKGR & Film Prod- Warners TV Division at Warner Bros. Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Harry Tatelman; Dirs- Various; Writers- Various; Dir of Photog- Ralph Wollsey, others.

THIS WEEK(Cont'd)

Sunday(Oct 4)

CBS- 5:30-6pm NYT & LAT, Weekly; RETURN - G-E College Bowl - LIVE from various cities; approx 100 stations live and tape. (Replaces Face the Nation, which moves to 12:30-1pm, effective this date). § Intercollegiate question-and-answer competition returns for its second season pitting four-member teams from two colleges against each other, answering questions put by Allen Ludden, moderator of the program.

§ SPONSOR- General Electric Co (Housewares & Radio Receiver Div) thru Maxon, Inc(NY); Acct Exec- Dorothy Adams.

§ PKGR- Moses, Reid & Cleary(NY); Prod- John Cleary; Dir- Lamar Caselli.

CBS- 7:30-8pm NYT & LAT, Weekly; DEBUT - Dennis the Menace - FILM; no. of stations not available. (Replaces That's My Boy, last show Sept 13; preempted on Sept 20 and 27). § Comedy series based on the adventures of the cartoon character created by Hank Ketcham, with Jay North playing the six-year-old title role, and Herbert Anderson and Gloria Henry as Dennis' parents and Joe Kearns as Mr. Wilson, the next door neighbor.

§ SPONSOR- Kellogg Co (Cereals) thru Leo Burnett Co., Inc(Chi); Acct Superv- Roy S. Lang.

§ PKGR- Dariell Productions, Inc.; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Cal.; Prod- James Fonda; Dir- William D. Russell; Dir of Photog- Henry Freulich; Writers- William Cowley, Peggy Chantler, others.

CBS- 10-10:30pm NYT & LAT, Alternate Weeks; RETURN - The Jack Benny Program - LIVE or TAPE, from LA; 191 stations live or tape. (Replaces Richard Diamond, Private Detective, last CBS show Sept 27, moving to NBC, Mon, 7:30-8pm NYT & LAT, effective Oct 5). § Jack Benny returns at a new time for his tenth season on the network, presenting his comedy and regular group of entertainers. The program will alternate with The George Gobel Show, which starts Oct 11.

§ SPONSOR- Lever Bros. Co (Lux Soap, Liquid, Stripe) thru J. Walter Thompson Co(NY); Acct Superv- Kenneth Hinks.

§ PKGR- J & M Productions, Inc(LA); Prod & Dir- Seymour Berns; Writers- Sam Perrin, George Balzer, Hal Gordon, Al Goldman; Music Dir- Mahlon Merrick.

NBC- 9-10pm NYT & LAT, 2 of every 3 weeks; RETURN - The Dinah Shore Chevy Show - LIVE & TAPE (COLOR) from NY for two weeks, then regular origination from LA; no. of stations not available. § Dinah Shore returns from vacation as star of the music-variety show for the third season in its current one-hour Sunday version. She will be seen in 20 of the 30 programs during the regular season, with guest stars toplining the other shows, as well as during the summer versions. The first two programs of this season originate in NY.

§ SPONSOR- Chevrolet Motor Div, GMC, thru Campbell-Ewald Co(Det); Acct Exec- Hugh Lucas; TV Acct Rep- Pete Miranda(NY).

§ PKGR- Henry Jaffe Enterprises(LA); Prod & Dir (for Dinah Shore shows) Bob Finkel; Prods for other shows- Alan Handley; Bob Henry; Assoc Prod- Gordon Wiles; Dir- Dean Whitmore; Writers- Charles Isaacs (head), Carl Reiner, Earl Brown; Music Dir- Harry Zimmerman; Music Routines- Ticker Freeman; Choreog- Tony Charmoli.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Sunday Showcase (Sun, 8-9pm NYT & LAT) Sept 27 and Oct 4, "What Makes Sammy Run?" starring Larry Blyden as Sammy Glick in the Budd and Stuart Schulberg adaptation of the novel by Budd Schulberg; TAPE (COLOR), recorded in NY.

§ SPONSOR- The Procter & Gamble Co (Crest) thru Benton & Bowles, Inc(NY).

§ PKGR- NBC-TV(NY); Exec Prod- Robert Alan Aurthur; Prod & Dir- Delbert Mann; Assoc Prod- Alex March; Prodn Design- Otis Riggs; Costumes- Noel Taylor; Music Composer & Dir- Irwin Bazelon.

TALENT SHOWSHEET and SCRIPT REPORT

SEPTEMBER 28 - OCTOBER 3

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested at any time. Currently in re-runs (and omitted from the listings) are: Adventures of Ozzie and Harriet, Buckskin, Bob Cummings Show, Father Knows Best, Richard Diamond, Private Detective, 77 Sunset Strip, Tombstone Territory, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

- Cheyenne; MONDAY September 21; ABC 7:30pm - ADD: (O)Fred Freiberger.
- CAPTAIN KANGAROO; SATURDAY September 26; CBS 9:30am - ADD: Arthur Whittmore and Jack Lowe(M).
- DICK CLARK SHOW; SATURDAY September 26; ABC 7:30pm - ADD: Dion and The Belmonts(S), Dee Clark(S), Skip and Flip(S-M), Della Reese(S), Johnny Tilotson(S).
- LAWRENCE WELK'S DODGE DANCING PARTY; SATURDAY September 26; ABC 9pm - ADD: Barbara Lantz(S).
- LOOK UP AND LIVE; SUNDAY September 27; CBS 10:30am - ADD: Orestes Brownson; (O)Joseph Hurley; with Addison Powell, Barbara Berjer, David Rounds, John McGovern, Whitfield Connor, Audra Lindley, William Swetland.
- CAMERA THREE; SUNDAY September 27; CBS 11:30am - ADD: The Stout Gentleman; (O)Washington Irving; (A)Joseph Hurley; with Ronald Radd, Pert Kelton.
- FRONTIERS OF FAITH; SUNDAY September 27; NBC 2:30pm - Change time to 5:30pm.
- SUNDAY SHOWCASE; SUNDAY September 27; NBC 8pm - ADD: Nelson Olmsted, Jay Lawrence, William Post Jr.

MONDAY SEPTEMBER 28
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- |                                                 |                    |                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HOUSE ON HIGH STREET                            | NBC 4pm<br>Mon-Fri | PREMIERE - (O)James Elward; with Philip Abbott, James N. Gehrig, Dr. Harris B. Peck, Clay Hall, Enid Markey, Donald Madden, Dorothy Rice, Frances Heflin, William Cottrell, Shaun Dooley; Dir- Elliot Silverstein.                                                                                               |
| <u>Shirley Temple's Storybook</u>               | ABC 7:30pm         | <u>Ali Baba and The Forty Thieves</u> ; (A)F. William Durkee, Jr., Norman Lessing; based on The Arabian Nights Collection of Oriental Tales; REPEAT from 11/12/58.                                                                                                                                               |
| <u>The Texan</u><br>(Rory Calhoun)              | CBS 8pm            | with Claude Akins, Whitney Blake, Alan Roberts, Gwen Dolyn, Natividad Vacio, Douglas Kennedy, Alberto Morin, Rodolfo Hoyos, Roberto Contreras.                                                                                                                                                                   |
| <u>Love and Marriage</u><br>(William Demarest)  | NBC 8pm            | <u>The Stockholders</u> ; (O)Sid Dorfman; with regulars & Frank Albertson, Jeanne Bal, Billy Bletcher, Vivi Janiss.                                                                                                                                                                                              |
| SHOW OF THE MONTH                               | CBS 8:30pm         | RETURN - <u>Body and Soul</u> ; (O)Abraham Polonsky; (A)Elliot Asinof; with Franchot Tone, Neville Brand, Ellen Madison, Martin Balsam, Ben Gazzara, Joe Louis, Florence Stanley, Bernie Hamilton, John McQuade, Vincent Gardenia, Jay Barney, Jeremiah Morris, Elizabeth Moore, Jaime Sanchez; Dir- Dan Petrie. |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson) | NBC 8:30pm         | <u>The Jackass</u> ; with Peter Adams, William Tannen, Kathleen Crowley, Charles Maxwell, Robert Gist, Boyd Stockman.                                                                                                                                                                                            |
| POLKA GO ROUND                                  | ABC 9pm            | The Japanese Youth Dancers.                                                                                                                                                                                                                                                                                      |
| <u>Peter Gunn</u><br>(Craig Stevens)            | NBC 9pm            | <u>Crisscross</u> ; (O)Lewis Reed; with regulars & Sylvia Lewis, Leonard Graves, Ted Knight, Howard Dayton, John Seven, Nina Roman; Dir- Boris Segal.                                                                                                                                                            |

MONDAY SEPTEMBER 28 (Cont'd)

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|                                    |             |                                                                                                                                                                                                                       |
|------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Goodyear Theatre</u>            | NBC 9:30pm  | RETURN - <u>Hello Charlie</u> ; (O)Ben Hecht; with Tony Randall, John Dehner, Joe E. Ross, Walter Burke, Stanley Adams, Jon Lormer, Sara Taft, Jason Johnson, Nesdon Booth, Wendy Wintelman; Dir- Sidney Lanfield.    |
| <u>Hennesey</u><br>(Jackie Cooper) | CBS 10pm    | PREMIERE - (O)Don McGuire; with regulars: Roscoe Karns, Abby Dalton, Henry Kulky, and Eleanor Audley, Frank Gorshin, Norman Alden, Gene Reynolds; Dir- Hy Averback.                                                   |
| STEVE ALLEN SHOW                   | NBC 10pm    | RETURN - <u>Nickolais Dancers</u> , Pat Harrington(C), Louis Nye(C), Don Knotts(C), Gabe Dell(C), Les Brown & his Orchestra.                                                                                          |
| <u>June Allyson Show</u>           | CBS 10:30pm | <u>Dark Morning</u> ; (O)Margaret Fitts; with Bette Davis, Leif Erickson, Sandy Descher, Gail Bonney, Norman Leavitt, Raymond Bailey, Ted Stanhope, Bill Quin, Jeanne Bates, Claudia Bryar, Pam Smith, Janet Stewart. |

TUESDAY SEPTEMBER 29

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|                                                             |            |                                                                                                                                                                                                                               |
|-------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sugarfoot</u><br>(Will Hutchins)                         | ABC 7:30pm | <u>The Wild Bunch</u> ; (O)Dean Reisner; with Connie Stevens, Troy Donahue, Ray Danton, Morris Ankrum, Murvyn Vye, Frank Albertson, Dean Stewart, Mark Douglas, Allen Breneman; Dir- Leslie Goodwins.                         |
| <u>Laramie</u>                                              | NBC 7:30pm | <u>Circle of Fire</u> ; with regulars & Ernest Borgnine, Marsha Hunt, Robert F. Simon, Frank Ferguson, Eddy Waller, John Pickard, Frank De Kova, James Griffith.                                                              |
| <u>Dennis O'Keefe Show</u>                                  | CBS 8pm    | <u>Teacher's Pest</u> ; with regulars & Jean Byron, Nancy Kulp, George Neise, Tito Vuolo, Leslie Venner, Kevin Jones.                                                                                                         |
| <u>Life and Legend of Wyatt Earp</u><br>(Hugh O'Brian)      | ABC 8:30pm | <u>Line-Up For Battle</u> ; with regulars.                                                                                                                                                                                    |
| <u>The Many Loves of Dobie Gillis</u><br>(Dwayne Hickman)   | CBS 8:30pm | PREMIERE - Created by Max Shulman; with regulars: Frank Faylen, Florida Friebus, Bob Denver, Tuesday Weld, and Herbert Anderson, Stanley Adams, Richard Wessel, Jason Wingreen, Bart Patton, David Carlile; Dir- Rod Amateau. |
| <u>Fibber McGee and Molly</u><br>(Bob Sweeney, Cathy Lewis) | NBC 8:30pm | <u>The Good Neighbors</u> ; (SW); with regulars & Paul Smith, Elisabeth Fraser.                                                                                                                                               |
| <u>The Rifleman</u><br>(Chuck Connors)                      | ABC 9pm    | RETURN - <u>The Patsy</u> ; (O)Harry Kronman; with regulars & Whit Bissell, John Anderson, Steve Marlo, Dennis Cross, Don Grady; Dir- Joseph H. Lewis.                                                                        |
| <u>Tightrope</u><br>(Michael Connors)                       | CBS 9pm    | <u>Stand on Velvet</u> ; (O)Stirling Silliphant; with Karl Swenson, Ruta Lee, Jack Lambert, Robert Osterloh, Herman Rudin, Robert Carricart, William Quinn, James Chandler; Dir- Abner Biberman.                              |
| ARTHUR MURRAY PARTY                                         | NBC 9pm    | RETURN - Carol Channing(S), Jackie Cooper(A-M), Carol Lynley(A), Brandon De Wilde(A), Merv Griffin(S-M), Betty Ann Grove(S), Judy Lynn(S), Richard Adler(Composer).                                                           |
| BING CROSBY SHOW                                            | ABC 9:30pm | SPECIAL - Louis Armstrong(S-M), Peggy Lee(S), George Shearing(M), Joe Bushkin(M), Paul Smith(M), Jayne Turner(D), Axel Stordahl's Orchestra, Frank Sinatra(S); (O)Bill Morrow; Dir- Bill Colleran.                            |
| RED SKELTON SHOW                                            | CBS 9:30pm | RETURN - Errol Flynn(A), Beverly Aadland(A), Scott Engel(S); Dir- Seymour Berns.                                                                                                                                              |
| GARRY MOORE SHOW                                            | CBS 10pm   | RETURN - (SW); with regulars & Allan Funt(Candid Camera) as new regular, and Jane Powell(S), Vic Damone(S), Gertrude Berg(A); Dir- Julio Di Benedetto.                                                                        |

WEDNESDAY SEPTEMBER 30

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The Lineup CBS 7:30pm RETURN - Wake Up To Terror; (O)Jack Laird; with regulars & Norma Crane, Hampton Francher, Buzz Martin, Cindy Robbins, Dennis Hopper, Jackie Coogan, Marguerite Chapman; Dir- Jesse Hibbs.

Wagon Train NBC 7:30pm RETURN - The Stagecoach Story; (O)Jean Holloway; with Debra Paget, Clu Gulager, Abraham Sofaer, Lalo Rios, Tom Hernandez, Henry Delgado, Dennis McCarthy; Dir- William Whitney.

Men Into Space CBS 8:30pm PREMIERE - Moon Probe; with Angie Dickinson, Paul Burke, Charles Herbert, Paul Richards, H.M. Wynant, John Vivyan, Ed Kemmer.

PERRY COMO SHOW NBC 9pm RETURN - Walter Brennan(A), Peggy King(S), Everly Brothers(S), Jack Cole and his Dancers, The Pitch Hikers Quartet(S).

The Millionaire CBS 9:30pm with Lori Nelson, Charles Aidman, Richard Shannon, Nick Georgiade, Jack Lambert, Jeanne Carmen, Dennis Rush.

(Marvin Miller)

ARMSTRONG CIRCLE THEATRE CBS 10pm RETURN - Zone of Silence; (O)Roger O. Hiron; with Kathleen Maguire, Jane Rose, Patricia Wheel, Patty Duke, Laurence Haddon, Joan Croydon, Peter Turgeon, Alfreda Wallace, Florence Anglin, Patricia Hosley, Justin Reid, Joey Trent, Johnny Trent, Patricia Frye, John Boruff; Dir- William Corrigan.

Wichita Town NBC 10:30pm PREMIERE - The Night the Cowboys Roared; (O)Dan Ullman; (A)Richard Alan Simmons; with regular Jody McCrea, and Chuck Hayward, Tony Montenaro, James Coburn, Bob Anderson, Frank Ferguson, Robert Foulk, Herbert Rudley, Alan Wells, Don Kennedy, Pitt Herbert, Neil Grant, Earl Hodgins; Dir- Jerry Hopper.

(Joel McCrea)

THURSDAY OCTOBER 1

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Gale Storm Show ABC 7:30pm RETURN - One, Two, Ski!; (O)Larry Rhine, Bill Freedman; with regulars & Gene Nelson, Anna-Lisa, Cosmo Sardo, Bob Hopkins; Dir- William A. Seiter.

Tales of the Plainsman NBC 7:30pm PREMIERE - Prairie Incident.

(Michael Ansara)

Donna Reed Show ABC 8pm RETURN - (O)Tom August; with regulars & Irene Hervey, Raymond Bailey, Mary Carver, Jacques Scott, Christopher Essay; Dir- Oscar Rudolph.

Betty Hutton Show CBS 8pm PREMIERE - (O)Stanley Roberts; with regulars: Gigi Perreau, Richard Miles, Dennis Joel, Joan Shawlee, Jean Carson, Tom Conway, Gavin Muir, and David White, Holly Harris; Dir- Edward Ludwig.

Bat Masterson NBC 8pm RETURN - To the Manner Born; (O)Wells Root; with Ernestine Barrier, Audrey Dalton, Jack Hogan, Myron Healey, David Thursby, James Hong, Maria Tsein; Dir- John Rich.

(Gene Barry)

The Real McCoy's ABC 8:30pm RETURN - The Farmer Took A Wife; (O)Jack Elinson, Chuck Stewart; with regulars & Jim Holden, Joanna Moore; Dir- Hy Averbach.

(Walter Brennan)

Johnny Ringo CBS 8:30pm PREMIERE - with regulars: Terence de Morney, Karen Sharpe, and Peggy Maley, John Clarke, Willis Bouchey.

(Don Durant)

Staccato NBC 8:30pm Shop of the Four Winds; with regulars & Robert Kino, Nobu McCarthy, Fuji, Don Gordon, Bob Okazaki, Ralph Ann, Edo Mita.

(John Cassavetes)

PAT BOONE SHOW ABC 9pm RETURN - Nat (King) Cole(S), Fabian(S), Jack E. Leonard (C), Gogi Grant(S).



MULTIPLE AND ACROSS THE BOARD SHOWS SEPTEMBER 28 - OCTOBER 2 (Cont'd)  
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JACK PAAR SHOW NBC 11:15pm Arlene Francis is hostess 9/28 - 10/2; 9/28- Theodore Bikel(A), Lee Wiley(S), Billy Rose; 9/29- Lauren Bacall(A), Sydney Chaplin(A), George Axelrod, Ieland Hayward, Ken and Mitzi Welch(S); 9/30- Jonathan Winters (C), Betty Furness(A), Bennett Cerf; 10/1- Claudette Colbert(A), Harold Rome(Composer), Edie Adams(S-C); 10/2- Pat Suzuki(S), Kitty Carlisle(S), Claudette Colbert(A), Moss Hart.

SATURDAY OCTOBER 3
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TRUE STORY NBC 12Noon (O)John West; with Ralph Drischell, Frederic Downs, Dortha Duckworth, Ben Yaffee.

CAPTAIN KANGAROO CBS 8am Seiler and Seabold(Tumbling act), Phillip Marsden and his talking parakeets.

DICK CLARK SHOW ABC 7:30pm Connie Francis(S), Dale Hawkins(S), Paul Evans(S), Sandy Nelson(M).

Perry Mason  
(Raymond Burr) CBS 7:30pm RETURN - The Case of the Spurious Sister; (O)Maurice Zimm; with regulars & Marion Marshall, Karl Weber, Mary LaRoche, Peggy Knudsen, Marianne Stewart, Robert Osterleh, Charles Cooper, James Seay; Dir- Arthur Marks.

Bonanza NBC 7:30pm The Paiute War; (O)David Dortort; with regulars & Jack Warden, Anthony Caruso, Michael Forrest, Howard Petrie, Douglas Kennedy.

Leave It To Beaver ABC 8:30pm RETURN - Blind Date Committee; (SW); with regulars & Rusty Stevens Ken Osmond, Beverly Washburn, Tommy Ivo; Dir- Norman Tokar.

Wanted - Dead or Alive  
(Steve McQueen) CBS 8:30pm with Rita Lynn, Robert Wilke, Charles Aidman, Chris Alcaide, Jeff de Benning.

The Man and the Challenge  
(George Nader) NBC 8:30pm Sky Diving; with Daniele Augrey, John Van Dreelen, Alberto Morin.

Brenner  
(Ed Binns, James Broderick) CBS 9pm Good Friends; with George Grizzard, Diana Van der Vlis, Cynthia Baxter, Dan Morgan, Sydney Pollack, Al Henderson, Bjorn Koefoed, Clifton James.

The Deputy  
(Henry Fonda, Allen Case) NBC 9pm Shadow of the Noose; (O)Roland Kibbee; with Clu Gulager, Denver Pyle, John McKee.

Have Gun, Will Travel  
(Richard Boone) CBS 9:30pm with Perry Cook, Denver Pyle, Harry Carey, Jr., Ken Curtis, Paul Sorenson, Bill Wellman, Jr.

Five Fingers  
(David Hedeson, Luciana Paluzzi) NBC 9:30pm PREMIERE - Station Break; (A)Dick Berg; based on "Operation Cicero" by L.C. Moyzisch; with Eva Gabor, Mike Romanoff, Greta Keller, David Opatashu, Theodore Marcuse, Tyler McVey; Dir- Robert Stevens.

JUBILEE, U.S.A. ABC 10pm Carl Smith(mc).

Gunsmoke  
(James Arness) CBS 10pm with regulars & James Drury, Josephine Hutchinson, Abel Fernandez, Dennis McMullen, Bob Brubaker, John Harrison, Wayne West.

Markham  
(Ray Milland) CBS 10:30pm The Nephews; with Ray Stricklyn, Richard Kallman, Stan Young, H. Stephens.

SUNDAY OCTOBER 4  
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Colt .45
(Wayde Preston) ABC 7pm RETURN - Queen of Dixie; (O)Irwin Winehouse; (A)Sanford Wolf; with John Alderson, Andy Clyde, Tol Avery, Dale Johnson; Dir- Herbert L. Strock.

SUNDAY OCTOBER 4 (Cont'd)
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<u>Lassie</u>	CBS 7pm	with regulars & Linda Wrather, Hal Dawson, Jon Lormer, Paul Fix.
<u>Riverboat</u> (Darren McGavin, Burt Reynolds)	NBC 7pm	<u>Race to Cincinnati</u> ; (O)Bill Raynor; with Anne Baxter, Lloyd Corrigan, Monica Lewis.
<u>Maverick</u> (Jack Kelly)	ABC 7:30pm	<u>You Can't Beat the Percentage</u> ; (O-D)George Waggner; with Karen Steele, Gerald Mohr, Ray Daley, Tim Graham, Dan Riss, Joe Patridge, Michael Harris.
<u>Dennis The Menace</u> (Jay North)	CBS 7:30pm	PREMIERE - <u>Innocent Fun</u> ; (O)William Cowley, Peggy Chantler; based on Hank Ketcham's cartoon character; with regulars: Herbert Anderson, Gloria Henry, Joe Kearns, and Gil Smith, Madge Blake; Dir- William Russell.
ED SULLIVAN SHOW	CBS 8pm	Eartha Kitt(S), Julius La Rosa(S), Joe E. Lewis(C), Ricky Layne(Ventriloquist), Trio Rayros(Novelty act), Winners of the Harvest Moon Dance Contest.
SUNDAY SHOWCASE	NBC 8pm	Part II of <u>What Makes Sammy Run</u> ; see Page 38-D for cast and credits.
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	RETURN - <u>Lily</u> ; with regulars & Peggy Castle as new regular, and Ray Danton, Nan Peterson, Dan Sheridan, Clancy Cooper; Dir- Leslie H. Martinson.
<u>The Rebel</u> (Nick Adams)	ABC 9pm	PREMIERE - with regular: John Carradine, and Jeannette Nolan, Strother Martin, Dan Blocker, Richard Bakalyan, Harry Bartell, Jim Chandler, Ian MacDonald; Dir- Irwin Kershner.
GENERAL ELECTRIC THEATRE (TAPE)	CBS 9pm	<u>Hitler's Secret</u> ; (O)Richard Oswald; (A)Joseph Stefano; with Raymond Massey, Everett Sloane, Whit Bissel, Robert Loggia; Dir- Borris Sagal.
DINAH SHORE SHOW	NBC 9pm	RETURN - Groucho Marx(C), Gwen Verdon(S-D), Ingemar Johansson, Carl Reiner.
<u>The Alaskans</u>	ABC 9:30pm	PREMIERE - <u>Gold Sled</u> ; (O)Harry Wittington; (A)Lowell Barrington; with regulars: Roger Moore, Jeff York, Dorothy Provine, and Allyn Joslyn, Sam Buffinton, Jack Bighead, Hank Patterson, George Mitchell, Anthony Eustrel; Dir- Josef Leytes.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Crystal Trench</u> ; (O)A.E.W. Mason; (A)Stirling Silliphant; with James Donald, Patricia Owens, Harald Dyrenforth, Ben Astar, Oscar Beregi, Werner Klemperer, Frank Holms, Patrick MacNee, Eileen Anderson, Otto Reichow; Dir- Alfred Hitchcock.
JACK BENNY SHOW	CBS 10pm	RETURN - with regulars.
<u>Loretta Young Show</u>	NBC 10pm	<u>The Strangers That Came to Town</u> ; with John Beal, David Duval, Malcolm Cassell, Gabriel Curtiz, Jan Tine.
WORLD OF TALENT (Dick Clark)	ABC 10:30pm	Panelists: Betty Hutton, Sam Levinson.

ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (October 5)

ABC- 8:30-9:30pm NYT & LAT, Weekly; DEBUT - Bourbon Street Beat - FILM; 145 stations net and delayed. (Replaces Polka-Go-Round, which occupied this time for one week, last show Sept 28). § Richard Long as Rex Randolph and Andrew Duggan as Cal Calhoun co-star as partners in a private investigating firm located on Bourbon Street, adjoining the old Absinthe House in New Orleans; with Arlene Howell as Melody Lee Mercer, Van Williams as Kenny Madison, also featuring Eddie Cole as Billy "The Baron" Brown.

§ SPONSORS- (Segments, various starting dates): (Starting Oct 5): 1) Libbey-Owens-Ford Glass Co thru Fuller & Smith & Ross, Inc(Cleve). 2) Phillips-Van Heusen Corp thru Grey Advertising Agency, Inc(NY). 3) P. Lorillard Co thru Lennen & Newell, Inc(NY). (Starting Dec 21): Warner Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY). (Starting Dec 28): Reynolds Metals Co thru Lennen & Newell, Inc(NY). (Starting Jan 6, 1960): International Latex Corp thru Reach, McClinton & Co., Inc(NY).

§ PKGR & Film Prod- Warners TV Division, at Warner Bros. Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Charles Hoffman (Harry Tatelman, premiere); Dir- William Hole (Leslie Martinson, premiere); Dir of Photog- Perry Finnerman; Art Dir- Perry Ferguson; Writers- Various.

ABC- 9:30-10:30pm NYT & LAT, Weekly; DEBUT - Adventures in Paradise - FILM; 131 stations net and delayed. (Replaces Top Pro Golf, last show Sept 28).

§ Adventure series starring Gardner McKay as Adam Troy, war veteran who tramps his 85-foot schooner "Tiki," across the South Pacific, with Weaver Levy as Oliver Kee, Troy's Chinese-American partner and Korean War buddy.

§ SEGMENT SPONSORS- (Starting Oct 5): Armour & Co thru Foote, Cone & Belding (Chi). 2) Johnson & Johnson thru Young & Rubicam, Inc(NY). 3) Liggett & Myers Tobacco Co thru McCann-Erickson, Inc(NY). 4) Polaroid Corp thru Doyle Dane Bernbach, Inc(NY). (Starting Oct 12): Warner Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY). (Starting Nov 9): Bulova Watch Co thru McCann-Erickson, Inc(NY). (Starting Dec 21): International Latex Corp thru Reach, McClinton & Co., Inc. (No starting date set): Reynolds Metals Co thru Lennen & Newell, Inc(NY). (Starting May 9, 1960): E. I. du Pont de Nemours & Co., Inc thru Batten, Barton Durstine & Osborn, Inc(NY).

§ PKGR- 20th Century-Fox Television, Inc.; Film Prod- Martin Manulis Productions, Inc., at Fox Studios, Beverly Hills, Cal.; Exec Prod- Dominick Dunne; Prod- Richard Goldstone; Assoc Prod- Peter Nelson; Dirs- Various; Dir og Photog- Maury Gertsman; Music- Lionel Newman; Creator- James A. Michener; Story Ed- Kenneth Evans.

CBS- 8:30-9pm NYT & LAT, Weekly; RETURN - Father Knows Best - FILM; 163 stations net and delayed. § Sixth season begins for the family comedy series, starring Robert Young and Jane Wyatt as Jim and Margaret Anderson, with Elinor Donahue, Billy Gray and Lauren Chapin as the Anderson children. The program has been in re-run from July 6 thru Sept 21 (program preempted Sept 28).

(Continued on next page)

THIS WEEK(Cont'd)

Monday(Oct 5)

CBS- Father Knows Best (Cont'd from previous page): § ALTERNATE SPONSORS-
1) Scott Paper Co (Tissues, Paper Products) thru J. Walter Thompson Co(NY);
Acct. Exec- Garrit Lydecker. 2) Lever Bros. Co (Lux Liquid) thru J. Walter Thomp-
son Co(NY); Acct Exec- Phillip Mygatt.

§ PKGR- Rodney-Young Productions; Film Prod- Screen Gems, Inc., at Columbia
Studios, Hollywood, Cal.; Prod- Eugene Rodney; Dir- Peter Tewksbury; Dir of Photog-
Fred Gately; Writers- Roswell Rogers, others; Art Dir- Phil Bennett.

CBS- 9-9:30pm NYT & LAT, Weekly; RETURN - Danny Thomas Show - FIIM; 200 stations
net and delayed. (Replaces Frontier Justice, last show Sept 21; preempted
on Sept 28). § Comedy series returns for its third season on CBS, seventh
season on TV (debuted on the ABC net, 1953), starring Danny Thomas as entertainer
Danny Williams and Marjorie Lord as his wife, Kathy; with Rusty Hamer and Angela
Cartwright as their children, Rusty and Linda, with Penny Parker debuting this
season as their eldest daughter Linda, and Pat Harrington, Jr., as Pat Harris,
Terry's boy friend.

§ SPONSOR- General Foods Corp (Post Cereals) thru Benton & Bowles, Inc(NY); Acct
Exec- Clint McDowell.

§ PKGR- Marterto Productions; Film Prod- Marterto with Desilu Productions, Inc.,
at Motion Picture Center, Hollywood, Cal.; Prod & Dir- Sheldon Leonard; Dir of
Photog- Bob de Grasse; Story Consult- Arthur Stander; Writers- Various.

CBS- 9:30-10pm NYT & LAT, Weekly; RETURN - The Ann Sothern Show - FIIM; 192 sta-
tions net and delayed. (Replaces The Joseph Cotten Show, last show Sept 21;
preempted Sept 28). § Second season begins for the situation comedy series, star-
ring Ann Sothern as Katy O'Connor, assistant manager of Bartley House, New York
hotel, with Don Porter as James Devery, manager of the hotel; featuring Ann Tyrell
as Olive and Jack Mullaney as Johnny.

§ SPONSOR- General Foods Corp (Post Cereals) thru Benton & Bowles, Inc(NY);
Acct Exec- Clint McDowell.

§ PKGR- Anso Productions; Film Prod- Desilu Productions, Inc., at Desilu Studios,
Hollywood, Cal.; Prod- Devery Freeman; Dirs- James V. Kern, Abby Berlin; Dir of
Photog- Robert Pittack; Assoc Prod- William Andrew; Writers- Various; Art Dir-
Ralph Berger.

NBC- 7:30-8pm NYT & LAT, Weekly; RETURN & NET DEBUT - Richard Diamond, Private
Detective - FIIM; 169 stations net and delayed. (Replaces Buckskin, last
show Sept 28). § Detective-adventure series starring David Janssen in the title
role as a suave investigator in Hollywood, featuring "Sam," the telephone-answer-
ing service girl. The series originally debuted over CBS on July 1, 1957 and was
seen thru Sept 30, 1957; returning Jan 2, 1958 and running thru Sept 25, 1958;
returning again on Feb 15, 1959 and running thru Sept 27.

§ ALTERNATE SPONSORS- 1) Block Drug Co (Nytol, Polident, Poli-Grip) thru Sul-
livan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Rennie Moore. 2) Pharma-
Craft Corp, Inc (Coldene, Fresh Products) thru J. Walter Thompson Co(NY); Acct
Execs- William Howard, Everett Bradley.

§ PKGR & Film Prod- Four Star Films, Inc., at Republic Studios, Studio City, Cal.;
Prod- Vincent M. Fennelly; Dirs- Thomas Carr, Donald McDougall; Dir of Photog-
Carl E. Guthrie; Music Superv- Herschel Burke Gilbert; Writers- Various.

NBC- 9:30-10pm NYT & LAT, Alternate Weeks; RETURN - Alcoa Theatre - FIIM; approx
141 stations net and delayed. § Third season for the drama anthology series,
which alternates with Goodyear Theatre in this time spot (see page 92). The pro-
gram has been in re-run from June 29 thru Sept 21.

§ SPONSOR- Aluminum Co of America (Various Products) thru Fuller & Smith & Ross,
Inc(Pitts & NY); Acct Exec- Bud Gammon(NY). (Continued on next page)

Monday(Oct 5)

NBC- Alcoa Theatre (Cont'd from previous page): § PKGR & Film Prod- Screen Gems, Inc., at Columbia , Hollywood, Cal.; Exec Prod- William Sackheim; Prods- Winston O'Keefe, Anthony Wilson; Dirs- Walter Grauman, Sidney Lanfield, Robert Ellis Miller; Story Ed- Don Moore; Writers- Various.

Tuesday(Oct 6)

ABC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Philip Marlowe - FILM; 82 stations net and delayed. (Replaces Naked City, last show Sept 22; preempted Sept 29).

§ Mystery-suspense series starring Philip Carey in the title role, based on the character created by Raymond Chandler, concerning the life and cases of a Los Angeles private detective.

§ ALTERNATE SPONSORS- Brown & Williamson Tobacco Corp (Various Cigarettes) thru Ted Bates & Co., Inc(NY); TV Acct Exec- Edward D. Brown. 2) American Home Products Corp (Anacin, Dristan, Aero-Shave) thru Ted Bates & Co., Inc(NY); TV Acct Superv- Carl Green.

§ PKGR & Film Prod- Goodson-Todman Productions in association with California National Productions, Inc., at MGM Studios, Culver City, Cal.; Prod- Gene Wang; Assoc Prod- Kent McCray; Dirs- Robert Ellis Miller, others; Dirs of Photog- Harry Smith, Bill Margulies; Art Dir- Leroy Coleman; Writers- Various; Music By- Richard Markowitz.

NBC- 9:30-11pm NYT & LAT, Weekly; DEBUT - Startime - TAPE (COLOR), recorded in NY or LA; no. of stations not available. (Replaces The Bob Cummings Show, 9:30-10pm, last show Sept 15, and The David Niven Show, last show Sept 15; both preempted Sept 22 and 29). § Variety series of musicals, revues, dramas, documentaries, musical comedies in 60 or 90-minute programs; 39 during the season. Premiere program is a musical-comedy revue of "The Wonderful World of Entertainment," with Rosalind Russell as star and hostess. Each program will have varying production staffs.

§ SPONSOR- Ford Motor Co (Ford Division, mainly; also M-E-L Division) thru J. Walter Thompson Co(Det); Acct Exec- W. D. Laurie, Jr.

§ PKGR- Hubbell Robinson Productions, Inc(NY & LA); Exec Prod- Hubbell Robinson. "The Wonderful World of Entertainment" recorded in NY; Prod- Jess Oppenheimer; Dir- Kirk Browning; Stager & Choreog- Bob Fosse; Writer- Howard Teichman, also Larry Gelbart; Music Dir- Harry Sosnik; Assoc Prod- James Elson; Sets- Jan Scott; Costumes- Robert Fletcher; Creative Consultant- Dore Schary.

Wednesday(Oct 7)

ABC- 8:30-9pm NYT & LAT, Weekly; RETURN - The Adventures of Ozzie and Harriet - FILM; 122 stations net and delayed. § Eighth season begins for the situation comedy series based on the adventures of the Nelson family, all playing themselves: Ozzie, Harriet and their sons David and Rick; with Lyle Talbot as Joe Randolph, Mary Jane Croft as Clara Randolph, Skip Young as Wally, Parley Baer as Darby, Frank Cady as Doc Williams and Gordon Jones as Butch. The program has been in re-run from June 24 thru Sept 30.

§ ALTERNATE SPONSORS- 1) Eastman Kodak Co (Cameras, Accessories) thru J. Walter Thompson Co(NY); TV Acct Superv- W. F. Benoit. 2) Quaker Oats Co (Aunt Jemima Mixes, other products) thru J. Walter Thompson Co(Chi).

§ PKGR & Film Prod- Stage Five Productions, Inc., at General Service Studios, Hollywood, Cal.; Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Dir of Photog- Harold Lipstein; Art Dir- James Roth; Writers- Ozzie Nelson (head), Don Nelson, Jay Sommers, others.

ABC- 9-10pm NYT & LAT, Weekly; DEBUT - Hawaiian Eye - FILM; 129 stations net and delayed. (Time formerly occupied by The Donna Reed Show, 9-9:30pm, moved to Thu, 8-8:30pm (see page 98), and Accused, 9:30-10pm, last show Sept 30).

(Continued on next page)

Wednesday(Oct 7)

ABC- Hawaiian Eye (Cont'd from previous page): § Adventures of private investigators operating out of Honolulu, covering the state of Hawaii, starring Anthony Eisley as Tracy Steele, Bob Conrad as Tom Lopaka, Connie Stevens as Cricket Blake and Poncie Ponce as Kim.

§ SEGMENT SPONSORS- 1) Whitehall Laboratories Division, American Home Products Corp thru Ted Bates & Co., Inc(NY). 2) American Chicle Co (Clorets, Chiclets, Roloids) thru Ted Bates & Co., Inc(NY). 3) Carter Products, Inc (Arrid Whirl-In, Carter's Little Live Pills) thru Ted Bates & Co., Inc(NY). 4) Harold F. Ritchie, Inc (Brylcreem) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Dick Kelly.

§ PKGR & Film Prod- Warners Television Division, at Warner Bros. Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Stanley Niss; Dir- Andre De Toth, others; Dir of Photog- Edwin DePar; Art Dir- Perry Ferguson; Writers- Various.

Thursday(Oct 8)

CBS- 9:30-11pm NYT & LAT, Alternate Weeks; DEBUT - The Big Party - LIVE from NY; 150 stations live and tape. § Musical variety shows presented in the form of a party at the New York apartment or hotel suite of a glamorous show business celebrity. Guests are other talented show business people who entertain and talk as people do at parties. Hosts and guests vary each week. The program alternates with Playhouse 90 (see page 99). The series will include 15 programs.

§ SPONSOR- Revlon, Inc (All Products) thru Young & Rubicam, Inc(NY), as agency of record. Products are thru all Revlon agencies.

§ PKGR- Park Tower TV Productions, Inc(NY); Prod- Perry Lafferty; Dir- Norman Jewison; Assoc Prod- Bob Tamplin; Assoc Dir- Dan Smith; Music Dir- Gordon Jenkins; Art Dir- Bob Markell; Costumes- Leslie Renfield; Writers- Goodman Ace (creator and chief writer), George Foster, Selma Diamond, Jay Burton.

NBC- 8-9pm NYT & LAT, 1st of 6 special programs; RETURN - The Bob Hope Show - TAPE, recorded in LA; no. of stations not available. (First program pre-empts Bat Masterson, 8-8:30pm, and Staccato, 8:30-9pm). § Bob Hope returns for his tenth year on NBC-TV, presenting top guest stars in a musical-comedy-variety series. Six shows will be presented on various dates during the season.

§ SPONSOR- Buick Motor Division, GMC, thru McCann-Erickson, Inc(Det); Acct Dir- Myron C. McDonald.

§ PKGR- Hope Enterprises, Inc(LA); Exec Prod- Bob Hope; Prod- Jack Hope; Assoc Prod- Sil Caranchini; Dir- Jack Shea; Assoc Dir- Clay Daniel; Music Dir- David Rose; Art Dir- Jay Krause; Costumes- Kate Drain Lawson; Writers- Lester White and John Rapp, Mort Lachman and Bill Larkin, Charles Lee and Gig Henry; Choreog- Nick Castle; Constultant- Norman Sullivan.

Friday(Oct 9)

ABC- 8:30-9pm NYT & LAT, Weekly; DEBUT - Man from Blackhawk - FILM; 105 stations net and delayed. (Replaces Traffic Court, last show Oct 2). § Adventure-suspense series, starring Robert Rockwell as Sam Logan, special agent for the mythical Blackhawk Insurance Co of Chicago, during the latter part of the 19th Century. The agent goes to all parts of the country investigating cases involving insurance policies.

§ ALTERNATE SPONSORS- Miles Laboratories, Inc (Alka-Seltzer, One-A-Day Vitamins) thru Wade Advertising, Inc(Chi); Acct Superv- Hal H. Thurber. 2) R. J. Reynolds Tobacco Co (Winston) thru William Esty Co., Inc(NY); Acct Exec- Grant Thompson.

§ PKGR- Stuart-Oliver Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Cal.; Prod- Herb Meadow; Assoc Prod- Edward L. Rissien; Dirs- John Peyser, Walter Grauman, others; Dir of Photog- Philip Tannura; Art Dir- Bill Newbury; Writers- Various.

THIS WEEK (Cont'd)

Friday (Oct 9)

CBS- 9-10pm NYT & LAT, this date only; SPECIAL - The Red Skelton Special - TAPE (COLOR), recorded in LA; 165 stations net and delayed. (Preempts Desilu Playhouse). § Comedy-musical program, starring Red Skelton, with guest stars Rhonda Fleming, Burl Ives, Lionel Hampton, James Arness and Tommy Sands. The program will introduce the 1960 Chevrolet line.

§ SPONSOR- Chevrolet Motor Division, GMC, thru Campbell-Ewald Co(Det); TV Acct Exec- Hugh L. Lucas.

§ PKGR- Sursum, Inc(LA); Prod- Cecil Barker; Assoc Prod- Howard A. Quinn; Dir- Seymour Berns; Art Dir- Edgar Lansbury; Costumes- George Whittaker, Frank Novak; Choreog- Jack Boyle; Writers- Sherwood Schwartz, Al Schwartz, Dave O'Brien, Red Skelton; Music Dir- David Rose; Special Lyrics- Sid Kuller.

NBC- 8:30-9:30pm NYT & LAT, Alternate Weeks; RETURN - Bell Telephone Hour - TAPE (COLOR), recorded in NY; no. of stations not available. § Music and dance programs, ranging from pop to classical, with noted artists appearing in various segments of the programs. Eleven of the alternate week programs will be on Friday nights and the twelfth program of the season will be on Easter Sunday. Four programs were presented in the series last season.

§ SPONSOR- American Tel & Tel Co (Bell System) thru N. W. Ayer & Son, Inc(NY); Acct Superv- Vance Babb; TV Acct Rep- Robert Zabel.

§ PKGR- Henry Jaffe Enterprises, Inc(NY); Exec Prod- Barry Wood; Prod- Roger Englander (premiere); Dir- Sidney Smith (premiere); Music Dir- Donald Voorhees; Choreog- Donald Saddler (premiere); Art Dir- Trew Hocker (premiere).

Saturday (Oct 10)

ABC- 5-6pm NYT & LAT, Weekly; RETURN - All-Star Golf - FILM; 131 stations net and delayed. § Series of match golf games between leading golfers on championship courses, with Jimmy Demaret as the commentator for the 18-hole matches. The winner of each match wins \$2,000 and returns the following week to meet a new challenger. This is the third season for the 26-week series.

§ CO-SPONSORS- 1) Miller Brewing Co (High Life Beer) thru Mathisson & Assoc., Inc(Milw); TV Superv- Jack E. Severson. 2) Reynolds Metals Co thru Lennen & Newell, Inc(NY).

§ PKGR- Walter Schwimmer, Inc(Chi); Film Prod- Glen Films; Exec Prod- Peter DeMet; Prod & Dir- Sidney C. Goltz; Tourney Dir- Ray O'Brien.

Sunday (Oct 11)

ABC- 12-12:30pm NYT & LAT, Weekly; RETURN - Johns Hopkins File 7 - LIVE from Baltimore; to the net. § Fourth season begins for Johns Hopkins University' documentaries of progress in the arts, sciences and industry. Outstanding guest authorities appear on each program. The program has been in re-run via videotape from April 25 thru October 4. Lynn Poole is regular host for the program.

§ Sustaining.

§ PKGR- Johns Hopkins University with WJZ-TV(Balt); Creator & Prod- Lynn Poole (Johns Hopkins); Dir- Ed Fryers; Assoc Prods & Writers- James Chimbdis, David Bell, Walter Millis, Jr.

ABC- 12:30-1pm NYT & LAT, Weekly; RETURN - Bishop Pike - TAPE, recorded in LA; to the net. § Fifth season begins for the program series, presenting the Rt. Reverend James A. Pike, Bishop of the Protestant Episcopal Church of the Diocese of California, and guests in informal conversations on topics of the day. Bishop Pike travels from San Francisco to LA each week to record the program.

§ Sustaining.

§ PKGR- ABC-TV Public Affairs; Prod- Wiley Hance; Dir- Bob Robb; Prog Coord- Bill Moll.

Sunday (Oct 11)

ABC- 4-4:30pm NYT & LAT, Weekly; RETURN - The Paul Winchell Show - LIVE from NY; 55 stations live and delayed. § Third season begins for the variety program starring ventriloquist Paul Winchell, with different variety acts featured each week.

§ SPONSCRS- 1) Hartz Mountain Products (Bird, Pet Products) thru George H. Hartman Co (Chi); TV Acct Superv- John D. Berg (NY). Louis Marx & Co., Inc (Toys) thru Ted Bates & Co., Inc (NY).

§ PKGR- ABC-TV (NY); Prod & Dir- Don Appell; Music Dir- Milton DeLugg.

ABC- 4:30-5pm NYT & LAT, Weekly; RETURN - Broken Arrow - FIIM; 66 stations net and delayed. § Re-runs of the Western adventure series based on the Apache Indian wars of the 1870's in the Southwest, starring John Lupton as Indian agent Tom Jeffors and Michael Ansara as Cochise, the Apache chief. The series was seen on the ABC net, evenings, from Sept 25, 1956 thru Sept 23, 1958.

§ SPONSOR- Mars, Inc (Candies) thru Knox Reeves Advertising, Inc (Minn).

§ PKGR- ABC-TV (Orig Pkgr & Film Prod- TCF TV Productions, Inc., at Fox Western Studios, Hollywood, Cal); Exec Prod- Irving Asher; Prods- Mel Epstein, Alan Armer; Story Superv- Elliot Arnold; Writers- Various.

ABC- 5-5:30pm NYT & LAT, Weekly; DEBUT - Matty's Funday Funnies - FILM; 85 stations net and delayed. § Cartoon series with various characters featured in different segments. Two characters, Matty and Sisterbelle, are host and hostess and introduce the programs.

§ SPONSOR- Mattel, Inc (Toys) thru Carson-Roberts, Inc (LA).

§ PKGR & Film Prod- no production credits available.

CBS- 6-6:30pm NYT & LAT, Weekly; RETURN - Small World - TAPE & FILM; approx 147 stations net and delayed. (Replaces Behind the News; new time spot not available). § Second season begins for the intercontinental conversations between Edward R. Murrow and two or three distinguished guests each week, through a blending of film and tape recordings made simultaneously and long distance telephone and overseas radio connections.

§ SPONSOR- Olin Mathieson Chemical Corp thru D'Arcy Advertising Co (NY); TV Group Head- Frank Gay.

§ PKGR- Edward R. Murrow and Fred W. Friendly with CBS-TV; Prods- Edward R. Murrow, Fred W. Friendly; Assoc Prod- Palmer Williams; Edit Assoc- Edward M. Jones, Gene DePoris; Cameramen- William K. McClure, Charles Mack, Leo Rossi.

CBS- 10-10:30pm NYT & LAT, Alternate Weeks; DEBUT - The George Gobel Show - LIVE from LA; approx 124 stations live and tape. § George Gobel stars in a new comedy-variety program, which alternates in this time spot with The Jack Benny Program, (see page 104).

§ SPONSOR- Lever Bros Co (Various Products) thru J. Walter Thompson Co (NY).

§ PKGR- Gomalco, Inc (LA); Prod & Dir- Fred De Cordova; Writers- Ed Simmons (head); other production credits not available.

NBC- 2:15-4:30pm NYT, Weekly, also Saturdays, beginning Oct 17; RETURN - NBA Professional Basketball Games - LIVE from various cities (premiere from Kansas City, Mo.); no. of stations not available. § Telecasts of 49 professional basketball games during the season, on 26 consecutive Sundays from Oct 11 thru April 3, and on 23 Saturdays from Oct 17 thru April 2 (except Oct 31 and Nov 14). All games are National Basketball Assn contests; the first an exhibition, with the regular season telecasts beginning Oct 17 at Boston.

§ SPONSORS- (one-quarter sponsorship, all games): Anheuser-Busch, Inc (Busch Bavarian) thru Gardner Advertising Co (St. L.). (one-half sponsorship of 28 games starting Jan 2, 1960): Bayuk Cigars, Inc (Phillies) thru Werman & Schorr, Inc (Phila).

Sunday (Oct 11)

NBC- 5:30-6pm NYT & LAT, Weekly; DEBUT - Time: Present -- Chet Huntley Reporting - LIVE, TAPE or FILM; from NY; no. of stations not available. (Replaces Frontiers of Faith, which moved to 2:30-3pm NYT, effective Sept 27). § New weekly news series combining spot coverage of the weekend's stories with a full-length special news feature. The program format will be completely flexible to accomodate the importance of late news reports which may be extended by dropping the planned special feature for the week. Chet Huntley is editor-commentator of the program, which replaces his previous Chet Huntley Reporting program, last show Sept 20.

§ ALTERNATE WEEK SPONSOR- Kemper Insurance Group thru John W. Shaw Advertising, Inc (Chi). Alternate week sustaining.

§ PKGR- NBC News (NY); Prod- Reuven Frank; Assoc Prod- Eliot Frankel.

NBC- 6:30-7pm NYT & LAT, Weekly; RETURN - Saber of London - FILM; no. of stations not available. (Replaces Chet Huntley Reporting, last show Sept 20).

§ Detective series starring Donald Gray as English private investigator Mark Saber, returns for its third NBC season. Robert Arden is featured as Bob Page, Saber's assistant.

§ SPONSOR- Sterling Drug, Inc (Bayer Aspirin, Phillip's Milk of Magnesia) thru Dancer-Fitzgerald-Sample, Inc (NY).

§ PKGR & Film Prod & Prods- Harry Lee Danziger and Edward J. Danziger, at MGM Studios, London, England; Writers- Various.

NBC- 8-9pm NYT & LAT, this week and Nov 1; SPECIAL - The Milton Berle Special - TAPE, recorded in LA; no. of stations not available. § Milton Berle stars in the first of two comedy-variety programs on the Sunday Showcase this season. The second program will be presented on Nov 1. Guest stars for the first program will be Danny Thomas, Lana Turner and Peter Lawford.

§ CO-SPONSORS- 1) E. I. Du Pont de Nemours & Co., Inc (Zerex) thru Batten, Barton, Durstine & Osborn, Inc (NY). 2) Warner Lambert Pharmaceutical Co thru Lambert & Feasley, Inc (NY).

§ PKGR- NBC-TV (LA); Music Dir- Charley Sanford; other production credits not available.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Leave It To Beaver (Sat, 8:30-9pm NYT & LAT) Add production credits, omitted thru error: PKGR & Film Prod- Gomalco, Inc., at Revue Studios, Universal City, Cal.; Prods & Creators & Writers- Joe Connelly, Bob Mosher; Dir- Norman Tokar.

National League Baseball Playoffs; SPECIAL Sept 28, 29; Mon, 3:15pm-to concl; Tue, 4:45pm- to concl, both NYT; Mon, LIVE from Milwaukee; Tue, LIVE from LA; no. of stations not available. § Telecasts of the games between the Los Angeles Dodgers and the Milwaukee Braves to decide the winner of the National League championship. The Dodgers won both games, and meet the Chicago White Sox in the World Series. § SPONSORS- Liggett & Myers Tobacco Co (I&M) thru Dancer-Fitzgerald-Sample, Inc (NY). Schick, Inc (Electric Shavers) thru Benton & Bowles, Inc (NY). PKGR- ABC Sports; Mon game thru ABC from Milwaukee; Tue game from KTTV (LA).

Pantomime Quiz (Mon, 9-9:30pm NYT & LAT) Last show Sept 14.

CBS- Stars In Action (Tue, 7:30-8pm NYT & LAT) Last show, Sept 29.

The Red Skelton Show (Tue, 9:30-10pm NYT & LAT) Add packager: Sursum, Inc (see page 94).

Saturday Morning Schedule Changes, effective Oct 3: Captain Kangaroo, moved to 8-9am NYT & LAT; was seen 9:30-10:30am. The Heckle and Jeckle Cartoon Show

(Continued on next page)

OTHER NETWORK CHANGES (Cont'd)

CBS- Saturday Schedule Changes (Cont'd from previous page): moved to 10-10:30am NYT & LAT; was seen 11-11:30am NYT & LAT. Mighty Mouse Playhouse continues in its 10:30-11am NYT & LAT spot. I Love Lucy, seen Mon thru Fri, 11-11:30am NYT & LAT, adds the Saturday half-hour at the same time. The Lone Ranger, moved to 11:30am-12noon, replacing The Adventures of Robin Hood, last show Sept 26. The Lone Ranger had been seen 5-5:30pm NYT & LAT.

Britain Goes to the Polls; SPECIAL Oct 4, Sun, 6-6:30pm NYT & LAT; TAPE & FILM; to the net. (Preempts Behind the News). § Robert Trout is anchor man in NY for reports from London by CBS News correspondents Eric Sevareid, Alex Kendrick and David Schoenbrun on the candidates and the issues in the coming British elections.

§ Sustaining.

§ PKGR- CBS News; Prods- Sam Zellman (London), Leslie Midgley (NY).

NBC- 1959 World Series; SPECIAL, starting Oct 1, Thu, 12:45pm- to concl, local times (1:45pm NYT for Chicago games on Oct 1 and 2; 4:45pm NYT on Oct 4 and 5 and other days if necessary for LA games). Series start was delayed one day by the necessary playoff to determine the winner of the National League championship (see page 111). Commentators for the World Series are Jack Brickhouse and Vince Scully. All other information in the original listing is the same (see page 97).

The Greatest Show on Water; SPECIAL Oct 4; Sun, 4-4:30pm NYT; FILM; approx 200 stations net and delayed. § Bud Collyer is host for demonstrations by the nation's top water skiers performing at Cypress Gardens, Fla.

§ SPONSOR- Johnson Motors Div, Outboard Marine Co (New line of Outboard Motors) thru J. Walter Thompson Co (Chi).

§ PKGR & Film Prod- credits not available.

Jackpot Bowling (Fri, 10:45-11pm NYT) Mel Allen succeeds Bud Palmer as m.c., effective Oct 9.

Staccato (Thu, 8:30-9pm NYT & LAT) Add station count: 130 stations net, 14 delayed (see page 74).

TALENT SHOWSHEET and SCRIPT REPORT

OCTOBER 5 - OCTOBER 11

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

- Law of the Plainsman; THURSDAY October 1; NBC 7:30pm - ADD: (O)Harry Kronman; with regulars: Gina Gillespie, Dayton Lumms, Nora Marlowe, and Richard Devon, Harry Swoger, William D. Gordon, Pat O'Malley; Dir- Douglas Heyes.
- Desilu Playhouse; FRIDAY October 2; CBS 9pm - ADD: Sebastian Cabot, Theodore Newton, Barbara Stuart, Toni Gerry, Alberto Morin.
- JACK PAAR SHOW; ACROSS THE BOARD; NBC 11:15pm - ADD: 9/28- Simone Signoret, Raoul Levy; 9/30- Seba Caroli(S); 10/1- Carol Burnett(A), Harvey Olson, Leslie Scott(S).
- DICK CLARK SHOW; SATURDAY October 3; ABC 7:30pm - ADD: The Playmates(S), Darrell Howe(S), Paul Evans with the Bunin Puppets; DELETE: Sandy Nelson.
- Leave It To Beaver; SATURDAY October 3; ABC 8:30pm - DELETE: Blind Date Committee; ADD: Beaver Takes A Bath; with regulars.
- LAWRENCE WELK'S DODGE DANCING PARTY; SATURDAY October 3; ABC 9pm - ADD: John Gary(S).
- LOOK UP AND LIVE; SUNDAY October 4; CBS 10:30am - ADD: Theology and Jazz; (O)Jack Kuney; with Dave Brubeck and his quartet(M).
- CAMERA THREE; SUNDAY October 4; CBS 11:30am - ADD: The Plight of the Composer; Alfredo Antonini conducts George Antheil's compositions.
- FRONTIERS OF FAITH; SUNDAY October 4; NBC 1:30pm - ADD: Harvest of Zeros; (O)Clair Roskam; with Vivian Nathan, Tom Gorman, Nicholas Pryor, James Olson, Avre Petrides.
- ED SULLIVAN SHOW; SUNDAY October 4; CBS 8pm - DELETE: Ricky Layne; ADD: Jane Morgan(S), The Marquis Chimps(S).
- GENERAL ELECTRIC THEATRE; SUNDAY October 4; CBS 9pm - ADD: Tom Palmer, Walter Baldwin, Dick Joy, William Green.
- DINAH SHORE SHOW; SUNDAY October 4; NBC 9pm - ADD: (O)Charles Isaacs, Carl Reiner; Dir- Bob Finkel.
- WORLD OF TALENT; SUNDAY October 4; ABC 10:30pm - ADD: Louise O'Brien(S), George Tapps and his Dancers, Bud and Travis(C).

MONDAY OCTOBER 5 mmmmmmmmmmmmmmmmmmmmmm

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|--|------------|---|
| <u>Cheyenne</u>
(Clint Walker) | ABC 7:30pm | <u>Reprive</u> ; (O)Arthur Silver, David Lang; (A)David Lang; with Connie Stevens, Tim Considine, Don Megowan; Dir- Paul Henreid. |
| <u>Richard Diamond,
Private Detective</u>
(David Janssen) | NBC 7:30pm | FEIURN - <u>The Hoodlum</u> ; (O)John Robinson; with Alan Reed, Russ Conway, Peter Leeds, Cecil Weston, Adrienne Marden, Chuck Stanaker, John Alvin, Renny McEvoy, Gil Perkins; Dir- Thomas Carr. |
| <u>The Texan</u>
(Rory Calhoun) | CBS 8pm | with Henry Rowland, William Erwin, Peter Whitney, Bing Russell, Nestor Paiva, Jack Lambert, Chick Bilyeu. |
| <u>Love and Marriage</u>
(William Demarest) | NBC 8pm | <u>Second Honeymoon</u> ; (O)David Adler; with regulars & Murray Hamilton, Susan Reilly, Jennie Lynn, Stubby Kaye, Kay Armen, the Mellomen(S); Dir- Bob Sweeney. |
| <u>Bourbon Street Beat</u>
(Richard Long, Andrew Duggan) | ABC 8:30pm | PREMIERE - <u>The Taste of Askes</u> ; (O)Howard Browne; (A)Al C. Ward, Charles Hoffman; with Arlene Howell, Van Williams, Eddie Cole, Joanna Moore, Fredd Wayne, Karl Weber, Jean Byron, Kelton Garwood, Ray Montgomery; Dir- Leslie H. Martinson. |

MONDAY OCTOBER 5 (Cont'd)
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Father Knows Best CBS 8:30pm
 (Robert Young, Jane Wyatt)

RETURN - A Day in the Country; (0)Roswell Rogers; with regulars & Olin Howlin, Claire Du Brey; Dir- Peter Tewksbury.

Tales of Wells Fargo NBC 8:30pm
 (Dale Robertson)

The Stageline; with James Franciscus, Carolyn Craig, John Picard, Wally Richards, James Seay.

Danny Thomas Show CBS 9pm
 (Danny Thomas, Marjorie Lord)

RETURN - Terry Comes Home; (0)Chuck Steward, Jack Elinson; with regulars & new regulars: Penny Parker, Pat Harrington, Jr.

Peter Gunn NBC 9pm
 (Craig Stevens)

Edge of the Knife; with Vladimir Sokoloff, Jeanne Bates, Ben Wright, Frank Leo, Hope Summers, Don Orland.

Adventures in Paradise ABC 9:30pm
 (Gardner McKay)

PREMIERE - The Pit of Silence; (0)John Kneubuhl; with regular: Weaver Levy, and Margo, Teresa Wright, Hazel Court, Robert Simon, Noel Drayton, Leo Richmond, Peter Gordon, Michael Allinson; Dir- Paul Stanley.

Ann Sothern Show CBS 9:30pm
 (Ann Sothern, Don Porter)

RETURN - with Lucille Ball, Ann Tyrell, Jack Mullaney.

Alcoa Theatre NBC 9:30pm

RETURN - Operation Spark; (0)Oscar Millard; with David Wayne, Lamont Johnson, John Larch, Grandon Rhodes, Peter Adams, Alex Gerry, Gavin McLeod, Ben Wright; Dir- Walter Grauman.

Hennesey CBS 10pm
 (Jackie Cooper)

Hennesey Meets Honey Boy; with Bobby Darin, Roscoe Karns, Abby Dalton, Henry Kulky, Frank Gorshin, Norman Alden; Dir- Don McGuire.

STEVE ALLEN SHOW NBC 19pm

Teresa Brewer(S), Buddy Hackett(C), Jaime Laredo(M), The Mormon Tabernacle Choir.

June Allyson Show CBS 10:30pm

The Opening Door; with Irene Dunne, Scott Davey, Harry Townes, Virginia Christine.

TUESDAY OCTOBER 6
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Bronco ABC 7:30pm
 (Ty Hardin)

The Burning Springs; (0)Gerald Drayson Adams; with Rhodes Reason, Suzanne Lloyd, Perry Kroeger, Adam West, John Qualen, Raymond Bailey, Morris Ankrum, Charlie Briggs, Tony Young, Ed Prentiss; Dir- Edward Dein.

Laramie NBC 7:30pm

Fugitive Road; (0)Dan Ullman; (A)Paul Savage; with regulars & Clu Gulager, Bert Freed, Anthony George.

Dennis O'Keefe Show CBS 8pm

with regulars & Dick Foran, Jim Flavin, Herb Vigran.

Life and Legend of Wyatt Earp ABC 8:30pm
 (Hugh O'Brian)

The Nugget and The Epitaph; with regulars & Bill Mims.

The Many Loves of Dobie Gillis CBS 8:30pm
 (Dwayne Hickman)

The Best Dressed Man; (0)Max Shulman; with regulars & Warren Beatty, Mel Blanc, William Schallert.

Fibber McGee and Molly NBC 8:30pm
 (Bob Sweeney, Cathy Lewis)

The Big Dance; with regulars & Sam Flinn, Jack Weston, Jerome Cowan, Norman Leavitt.

The Rifleman ABC 9pm
 (Chuck Connors)

Bloodlines; (0)Arthur Browne, Jr.; with regulars & Buddy Hackett, Warren Oates, John Durren, Christopher Dark, Bill Quirn Denver Pyle, Rhys Williams; Dir- Arthur Hiller.

Tightrope CBS 9pm
 (Michael Connors)

The Cracking Point; (0)Frederic Brady; with Richard Jaeckel, Simon Oakland, Alan Baxter, Andrea King, John Qualen, William Tannen, S. John Launer; Dir- Abner Biberman.

ARTHUR MURRAY PARTY NBC 9pm

Gisele MacKenzie(S), Thelma Ritter(A), Patty McCormack (A), Jerry Bergen(C).

TUESDAY OCTOBER 6 (Cont'd)

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Philip Marlowe ABC 9:30pm PREMIERE - based on Raymond Chandler's stories; The
(Philip Carey) Ugly Duckling; (O)Gene Wang; with Hank Overstreet,
Lucille Jordan, David Jordan, Donna Raymond, Paul
Howard, Frank Rossi, Manny Harris, Barbara Dain, Vir-
ginia Gregg; Dir- Robert Ellis Miller.

RED SKELTON SHOW CBS 9:30pm with Jayne Mansfield, Jesse White, Dave O'Brien, Dick
Crockett, Dick Ryan, Jameel Farah.

STARTIME SPECIALS NBC 9:30pm PREMIERE - Wonderful World of Entertainment; (O)Howard
Teichman, Larry Gilbert; with Rosalind Russell(Hostess),
Polly Bergen(S), Maurice Chevalier(S), Eddie Foy, Jr.
(C), Eddie Hodges(A), Ernie Kovacs(C), Arthur O'Con-
nell(A), Jack Paar(C), Kate Smith(S), Tommy Rau, Mort
Marshall, Shirley Mitchell, Mason Adams, Gilbert Mack.

Alcca Presents ABC 10pm Brainwave; (O)Charles Beaumont; with George Grizzard,
Whit Bissell, Tod Andrews, Ray Bailey; Dir- John New-
land.

GARRY MOORE SHOW CBS 10pm Johnny Desmond(S), Cliff Arquette(C), Carol Burnett(C).

WEDNESDAY OCTOBER 7

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The Lineup CBS 7:30pm The Strange Return of Army Armitage; with regulars &
(Warner Anderson) Kim Hunter, Jack Lord, Steve Hill, Whit Bissel, Olive
Carey, Hal Baylor, Fay Baker, Gerald Wilson; Dir-
Stuart Heisler.

Wagon Train NBC 7:30pm The Greenhorn Story; (O)Jean Holloway; with Mickey
(Ward Bond, Robert Horton) Rooney, Frank McGrath, Terry Wilson, Ellen Corby,
Byron Foulger, Jerry Hausner, James Burke, Ronnie Dapo,
Dir- Bretagne Windust.

The Adventures of ABC 8:30pm RETURN - The Sea Captain; (O)Perry Grant, Dick Bens-
Ozzie and Harriet field; (A)Ozzie Nelson, Don Nelson, Jay Sommers; with
regulars & Wayne Morris, Lyle Talbot, Mary Jane Croft,
Lydia Goya; Dir- Ozzie Nelson.

Men Into Space CBS 8:30pm with Joe Maross, Don Oreck, Karl Swenson, Charles Her-
(William Lundigan) bert, Dean Harens, Ernestine Barrier.

Hawaiian Eye ABC 9pm PREMIERE - Malihini Holiday; (O)Juanita Sheridan; (A)
(Anthony Eisley, Bob Conrad) Robert J. Shaw; with regulars: Connie Stevens, Poncie
Ponce, and Patricia Driscoll, Duncan Lamont, Ed Kem-
mer, Ross Elliott, Tracey Roberts, Efrem Zimbalist, Jr.;
Dir- Howard Koch.

The Millionaire CBS 9pm with Scott Forbes, Susan Oliver, Angela Stevens, Linda
(Marvin Miller) Leighton.

PERRY COMO SHOW NBC 9pm John Payne(A), Dorothy Collins(S), Ivo Robic(S), The
Dancing Waters, Michele(S).

U.S. STEEL HOUR CBS 10pm Rachel's Summer; (O)Charles Jackson; (A)Ron Sproat;
with Martha Scott, Patty McCormack, Burt Brinckerhoff,
Elizabeth Wilson, Henderson Forsythe, Beverly Lunsford,
Katharine Raht, John McGovern; Dir- Daniel Petrie.

Wichita Town NBC 10:30pm Wyndham's Way; with regulars & George Neise, John
(Joel McCrea) Pickard, Joe Bassett.

THURSDAY OCTOBER 8

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Gale Storm Show ABC 7:30pm The Card Sharp; (O)Larry Rhine, Bill Freedman; with
regulars & William Frawley, Lillian Bronson, Fred Kru-
ger, Helen Kleeb, Ben Weldon; Dir- William A. Seiter.

Law of the Plainsman NBC 7:30pm Full Circle; with regulars & Lyle Bettger, Wayne Ro-
(Michael Ansara) gers, Gail Kobe, Joel Ashley, Joe Perry, John Collier.

THURSDAY OCTOBER 8 (Cont'd)
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Donna Reed Show ABC 8pm A Friend Indeed; (O)Tom August; with regulars & Ann Morriss, Doreen Lang, Morris Lippert; Dir- Oscar Rudolph.

Betty Hutton Show CBS 8pm Goldie and the 400; (O)Hugh Wedlock, Howard Snyder; with regulars & Manning Ross, Arlette Clark, Vaughn Taylor; Dir- Jerry Hopper.

BOB HOPE SHOW NBC 8pm RETURN - (O)Lester White, John Rapp, Mort Lachman, Bill Larkin, Charles Lee, Gig Henry; with Natalie Wood(A), Crosby Brothers(S), Dean Martin(S), David Rose and his Orchestra; Dir- Jack Shea.

The Real McCoy's ABC 8:30pm Work No More My Lady; with regulars & Tony Martinez, (Walter Brennan) Alice Pearce, Stafford Repp.

Johnny Ringo CBS 8:30pm with regulars & Mark Goddard, Bruce Gordon, Darlene (Don Durant) Fields, Percy Helton.

PAT BOONE SHOW ABC 9pm new regular: Louise O'Brien(S), Steve Lawrence(S).

Dick Powell's Zane CBS 9pm Lone Woman; (O)Richard Fielder; with Barbara Stanwyck, (Grey Theatre) Joel Crothers, George Keymas, Martin Balsam, John Pickard, Shari Lee Bernath, Tom Masters; Dir- James Sheldon.

Bachelor Father NBC 9pm The Gullible Guitarist; with regulars. (John Forsythe)

BIG PARTY CBS 9:30pm SPECIAL - (O)Goodman Ace; with Lisa Kirk(S), Rock Hudson(Host), Tallulah Bankhead(A), Sammy Davis, Jr. (S-D), Mort Sahl(C), Esther Williams(A), Matt Dennis (M), Dir- Norman Jewison.

THE FORD SHOW NBC 9:30pm Maureen O'Hara(S). (Tennessee Ernie Ford)

The Lawless Years NBC 10:30pm The Big Greeny Story; with Kack Kruschen, John Vivyan, (James Gregory) Robert Ellenstein, Judson Pratt, Peter Hornsby, Sheridan Comerate, Hanna Landy.

FRIDAY OCTOBER 9  
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Walt Disney Presents ABC 7:30pm Wrong-Way Moochie; see Page 39-D, 9/28/59 for cast & credits.

Rawhide CBS 7:30pm Incident of the Shambling Man; (O)Charles Larson; (A) (Eric Fleming, Clint Eastwood) Charles Larson, Fred Freiberger; with regulars & Victor McLaglen, Anne Francis, Gene Nelson, Robert Lowery, Harry Carey, Jr.; Dir- Andrew W. McLaglen.

Man From Blackhawk ABC 8:30pm PREMIERE - Logan's Policy; (O)Al C. Ward, Herb Meadow; (Robert Rockwell) with Richard Rust, King Calder, John Cason, Allen Pinson, Allen Jung, Francis DeSales, Tom Greenway, Ollie O'Toole, Beverly Garland; Dir- John Peyser.

Hotel De Paree CBS 8:30pm Juggernaut; (O)Ellis Kadison; with regulars & Brian (Earl Holliman) Donlevy, Larry Blake, Dan Sheridan, Cyril Delavanti, Charles Fredericks; Dir- John Brahm.

BELL TELEPHONE HOUR NBC 8:30pm SPECIAL; RETURN - Alfred Drake(S), Sally Ann Howes(S), Zino Francescatti(M), Ballet Russe de Monte Carlo, Kingston Trio(S), Red Nichols & His Five Pennies with Connee Boswell(M-S), Conductor-Donald Voorhees.

SPECIAL CBS 9pm Red Skelton(Host); with Burl Ives(S-A), Tommy Sands(S), Rhonda Fleming(S-A), Lionel Hampton(M), David Rose and his Orchestra, James Arness(A); Dir- Seymour Berns.

77 Sunset Strip ABC 9:30pm The Kookie Caper; (O)Maurita Pittman; with regulars & (Efrem Zimbalist, Jr., Roger Smith) Sherry Jackson, Will Hutchins, John Hubbard, Louis Quinn, Mickey Simpson.

SUNDAY OCTOBER 11
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PAUL WINCHELL SHOW	ABC 4pm	RETURN - Trudy Wilson(Aerialist), Wells and the Four Fays(Acrobatc Act).
<u>Saber of London</u> (Donald Gray)	NBC 6:30pm	RETURN - <u>Under Suspicion</u> ; with regulars & Kenneth Edwards, Howard Lang.
<u>Riverboat</u> Darren McGavin, Burt Reynolds)	NBC 7pm	<u>The Unwilling</u> ; (O)Norman Jolley; with Debra Paget, Eddie Albert.
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>The Cats of Paradise</u> ; (O)L.P. Holmes; (A)Wells Root, Ron Bishop; with Lance Fuller, Wendell Holmes, Richard Deacon, Murvyn Vye, Robert Griffin, Earl Hansen, Riza Royce; Dir- Arthur Lubin.
<u>Dennis The Menace</u> (Jay North)	CBS 7:30pm	<u>Dennis & The Signpost</u> ; (O)William Cowley, Peggy Chantler; with regulars & Sylvia Field, Billy Booth, Irene Tedrow, Eve McVeagh, Hal Baylor, Larry Blake; Dir- William D. Russell.
ED SULLIVAN SHOW	CBS 8pm	Ethel Merman(S), Gordon MacRae(S), Sheila MacRae(S), Anton and Curtiss(C), Trio Syekelys(Novelty Act), Les Marottes(Puppet Act), Marjii Lee(Ice-skater), Lucky Latinos(Tumblers).
SUNDAY SHOWCASE (Milton Berle)	NBC 8pm	SPECIAL - Lana Turner(A), Peter Lawford(A), Barbara Heller(C), Danny Thomas(C), Metropolitan Sextette.
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>The Hunch</u> ; with regulars & Tom Drake, Howard Petrie, Strother Martin; Dir- Robert Sparr.
<u>The Rebel</u> (Nick Adams)	ABC 9pm	<u>The Judgement</u> ; with regulars & Pat O'Malley, Bob Steele, George Mather, Jim Giles, Sue Randall.
<u>General Electric Theatre</u>	CBS 9pm	<u>Night Club</u> ; (O)Katharine Brush; (A)Hagar Wilde; with Glenda Farrell, Barbara Hale, Jeanne Cooper, Betsy Jones-Moreland, Bea Benaderet, Jean Willes, Virginia Christine, Irene Vernon, June Lockhart, Lori Nelson, Kathleen Freeman, Betty Lou Keim, Amanda Blake, Mari Aldon, Hope Emerson, Kay Stewart, Judi Meredith, Joyce Taylor, Sue Randall, Nancy Rennick, Rosemary DeCamp, Hillary Brooke, Joi Lansing; Dir- Mitchell Leisen.
DINAH SHORE SHOW	NBC 9pm	Art Carney(C), Pat Boone(S), Zsa Zsa Gabor, Carl Reiner.
<u>The Alaskans</u>	ABC 9:30pm	<u>Cheating Cheaters</u> ; with regulars & Ray Danton, Frank Ferguson, Frank de Kova, Murvyn Vye, Alfred Hopson, Louis Quinn.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Appointment at Eleven</u> ; (O)Robert Turner; (A)Evan Hunter; with Clint Kimbrough, Amy Douglass, Norma Crane, Sean McClory, Clu Gulager, Michael Pollard, Joseph Sullivan, Frank Sully, Richard Gering, Taldo Kenyon, Jerry Rhoads; Dir- Robert Stevens.
GEORGE GOBEL SHOW	CBS 10pm	PREMIERE - with regulars: The Modernaires(S), Anita Bryant(S), Harry Von Zell, and Henry Fonda(A); (O)Ed Simmons, Keith Fowler, Frank Sully, Tom Koch; Dir- Fred DeCordova.
<u>Loretta Young Show</u>	NBC 10pm	<u>Mask of Violence</u> ; (O)Stephen Lord; with Barry Atwater, Wendy Winkelman, Richard Garland, Maidie Norman.
WORLD OF TALENT (Dick Clark)	ABC 10:30pm	with Panelists: Joan Fontaine, Julius La Rosa, and Teal Joy(S), John La Salle Quartet, Guy Marks(C), Bob De Voe Trio(M).

ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (October 12)

ABC- 12noon-12:30pm NYT & LAT, Mon thru Fri; RETURN & NET DEBUT - Restless Gun - FILM; to the net. (Replaces Across the Board, last show Oct 9). § Re-runs of the Western adventure series starring John Payne as Vint Bonner, a roving cowhand with a fast gun, in the late 1860's. The series originally debuted on NBC on Sept 23, 1957 and had been seen Mondays, 8-8:30pm, thru Sept 14, 1959. § SPONSORS- Participating. See latest Monthly Program Analyses. § PKGR- Window-Glen Productions Co(LA); Film Prod- Revue Productions, formerly at Republic Studios, Studio City, Cal.; Exec Prod- John Payne; Prod- David Dortort; Dirs- Various; Writers- Various.

ABC- 12:30-1pm NYT & LAT, Mon thru Fri; RETURN & NET DEBUT - Love That Bob - Starring Bob Cummings - FILM; to the net. (Replaces Pantomime Quiz, last show Oct 9). § Re-runs of the situation comedy series, starring Bob Cummings as commercial photographer Bob Collins, with Ann B. Davis as Schultzy, Rosemary De Camp as Margaret MacDonald and Dwayne Hickman as Chuck MacDonald. The program originally debuted over NBC on Jan 2, 1955, switched to CBS on July 7, 1955, returned to NBC on Sept 24, 1957, and was seen on NBC thru Sept 15, 1959. § SPONSORS- Participating. See latest Monthly Program Analyses. § PKGR- Laurmac Productions(LA); Film Prod- Laurmac with McCadden Corp at General Service Studios, Hollywood, Cal.; Prod- Paul Henning; Assoc Prod- Eddie Rubin; Dir- Bob Cummings; Writers- Paul Henning, Shirl Gordon, others.

Thursday (October 15)

ABC- 9:30-10:30pm NYT & LAT, Weekly; DEBUT - The Untouchables - FILM; 113 stations net and delayed. (Replaces Meet McGraw, 9:30-10pm; the program had a one-time showing in this spot on Oct 8 after ending its regular run on Sept 20 (see page 89), and also replaces a network documentary series, 10-10:30pm). § Adventure series starring Robert Stack as Eliot Ness, chief of a group of Federal agents who are incorruptible in their continuing fight against Prohibition era criminals. The series has developed out of two one-hour programs of the same title originally presented on Desilu Playhouse, April 20 and 27, 1959, which were based on the late Eliot Ness' book. Robert Stack also played Ness on the Desilu programs. § SPONSORS- (Segment and Participating, for varying periods): 1) Armour & Co thru Foote, Cone & Belding(Chi). 2) Warner-Lambert Pharmaceutical Co (Anahist) thru Ted Bates & Co., Inc(NY). 3) Bulova Watch Co, Inc thru McCann-Erickson, Inc(NY). 4) Carnation Co thru Erwin Wasey, Ruthrauff & Ryan, Inc(LA). 5) E. I. du Pont de Nemours & Co thru Batten, Barton, Durstine & Osborn, Inc(NY). 6) Lewis Howe Co (Tums) thru McCann-Erickson, Inc(NY). 7) Liggett & Myers Tobacco Co thru McCann-Erickson, Inc(NY). 8) Ludens Inc thru J. M. Mathes, Inc(NY). 9) The Procter & Gamble Co thru Benton & Bowles, Inc(NY). 10) The Seven-Up Co thru J. Walter Thompson Co(Chi). § PKGR & Film Prod- Desilu Productions, Inc., at Desilu Studios, Hollywood, Cal.; Exec Prod- Quinn Martin; Prod- Charles Russell; Dirs- Various; Music- Nelson Riddle; Dir of Photog- Charles Straumer; Art Dirs- Ralph Berger, Frank T. Smith; Writers- Various.

Friday(October 16)

ABC- 9-10pm NYT & LAT, Weekly; RETURN - 77 Sunset Strip - FILM; 150 stations net and delayed. (Changes time, from 9:30-10:30pm, this date, replacing Tombstone Territory, last show Oct 9). § Second season begins for the mystery-adventure series about the cases of two Hollywood private investigators, starring Efrem Zimbalist, Jr., as Stuart Bailey; Roger Smith as Jeff Spencer and Edward Byrnes as Kookie, the parking lot attendant; with Louis Quinn as Roscoe and Jacqueline Beer as Suzanne, the switchboard girl. The program has been in re-run from June 5 thru Sept 25, with new episodes shown Oct 2 and 9.

§ SPONSORS- 1) R. J. Reynolds Tobacco Co (Salem) thru William Esty Co., Inc(NY); Acct Exec- Samuel Northcross. 2) American Home Products Corp, Whitehall Laboratories Div (Anacin, Dristan) thru Ted Bates & Co., Inc(NY), agency of record; Acct Exec- James Benham; also Chef Boy-Ar-Dee, thru Young & Rubicam, Inc(NY). 3) American Chicle Co (Roloids, Clorets, Chiclets, Dentyne) thru Ted Bates & Co., Inc(NY); agency of record; Acct Superv- Ross McClellan. 4) Harold F. Ritchie, Inc (Brylcreem) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Lee Hughes.

§ PKGR & Film Prod- Warners TV Division, at Warner Bros. Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Howie Horwitz; Dirs- Various; Writers- Various.

ABC- 10-10:30pm NYT & LAT, Weekly; DEBUT - Robert Taylor Starring in The Detectives - FILM; 120 stations net and delayed. (The time spot was vacated by 77 Sunset Strip when it changed schedule, see above). § Police adventure series based on the cases of a police captain and his three lieutenants, starring Robert Taylor as Police Capt. Matt Holbrook, with Lee Farr as Lt. James Conway, Tige Andrews as Lt. Johnny Russo, and Russ Thorson as Lt. Otto Lindstrom.

§ SPONSOR- The Procter & Gamble Co (Tide, Crest, Liquid Prell, Camay) thru Benton & Bowles, Inc(NY); TV Acct Superv- Don Wallace.

§ PKGR- Four Star Films, Inc.; Hastings Films, Inc., Ursulor Productions, Inc.; Film Prod- Four Star Films, Inc., at Republic Studios, Studio City, Cal.; Exec Prods- Jules V. Levy, Arthur Gardner; Prod- Arnold Laven; Dirs- Arnold Laven, others; Dir of Photog- Joe Biroc, Glenn McWilliams; Music- Herschel Burke Gilbert; Writers- Various.

CBS- 10:30-11pm NYT & LAT, Weekly; RETURN - Person to Person - LIVE, TAPE or FILM; recorded in or originating from various cities (1st four weeks from LA); 116 stations net and delayed. (Replaces Ted Mack and the Original Amateur Hour, last show Oct 9). § Program returns for its seventh season, its first with Charles Collingwood as host, replacing Edward R. Murrow. For the first time, the informal at-home interviews will also take place outside the U. S., and also via videotape or film. Previously the program used live originations only, with master control from NY. Last show of last season was June 26.

§ ALTERNATE SPONSORS- 1) Pharmaceuticals, Inc (Geritol, Sominex, Devarex) thru Parkson Advertising Agency, Inc(NY); TV Acct Rep- Lloyd Durant. 2) Warner-Lambert Pharmaceutical Co (Cosmetic Division) thru Lambert & Feasley, Inc(NY); Acct Superv- Jack Waite.

§ PKGR- CBS-TV with A to Z Productions, Inc(NY); Prods- John A. Aaron, Jesse Zousmer; Asst to Prods- Nancy Cammarota; Dirs- Bob Dailey, Charles N. Hill; Edit Associates- David Moore, Charles Romine, Aaron Ehrlich, Milton Rich, Vern Cheeseman.

NBC- 8:30-9:30pm NYT & LAT, this date only; SPECIAL - Life in the Thirties - FILM; to the net. § Documentary program on America in the Thirties, 1929-1939, with film clips, music and commentary covering the highlights of the decade and the Hoover and Roosevelt Administrations. The program is the first of 4 Project 20 programs to be presented this season. Alexander Scourby narrates the first.

§ Sustaining.

§ PKGR- NBC-TV, Special Projects(NY); Prod & Dir- Donald B. Hyatt; Asst Prod- Robert Garthwaite; Music- Robert Russell Bennett; Writer- Richard Hanser (based on a concept by the late Henry Salomon); Edited by- Silvio D'Alisera.

Friday(October 16)

NBC- 10-11pm NYT & LAT, this date only; SPECIAL - Victor Borge's Copenhagen - TAPE & FILM, recorded in Copenhagen, LIVE from NY; 174 stations net and delayed. (Preempts Cavalcade of Sports, 10-10:45pm, and Jackpot Bowling, 10:45-11pm). § Comedy-music program, with scenes of Copenhagen and other Danish locales, with spoken and pantomime comedy, and comedy and music, featuring Victor Borge at the piano, live, from NY.

§ SPONSOR- Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc(Det); Acct Exec- Robert S. Marker; NY TV Acct Rep- Ted Allegretti.

§ PKGR- Danika Enterprises; Exec Prod- Victor Borge; Prod & Dir- John Goetz; Writer- Bill Jacobson, Peter Dule; Music Composer & Dir (Film, Denmark)- Andre Popp; Music Dir (NY)- Harry Sosnik.

Saturday(October 17)

CBS- 9-10pm NYT & LAT, this date only; SPECIAL - Phil Silvers Special - "The Ballad of Louie the Louse" - TAPE, recorded in NY; 186 stations net and delayed. (Preempts Brenner, 9-9:30pm, and Have Gun, Will Travel, 9:30-10pm).

§ Musical comedy special, starring Phil Silvers, Eddie Albert, Pert Kelton and Betsy Palmer, with Silvers in the title role of the book show dealing with the antics of a Broadway loan shark. This is the first of four special programs in which Silvers will star this season.

§ SPONSOR- Carling Brewing Co (Black Label Beer, Red Cap Ale) thru Lang, Fisher and Stashower, Inc(Cleve) for Black Label; thru Benton & Bowles, Inc(NY) for Red Cap.

§ PKGR- Tra-Nan Corp(NY); Prod & Writer- Nat Hiken; Asst Prod- Lou Tedesco; Dir- Greg Garrison; Assoc Dir- Rowland Vance; Lyrics by- Nat Hiken; Music Composer & Dir- Gordon Jenkins.

NBC- 2-2:15pm NYT, 1st of 7 programs; DEBUT - The World of Sports - LIVE & FILM; various cities. § Special programs preceding college football telecasts on seven national telecast dates: Oct 17, Oct 24, Nov 7, 21, 26, 28 and Dec 5. Six are Saturday dates, plus Thanksgiving Day, Nov 26. Each program will tell the story of a famous player, game or team through film clips and interviews. Chris Schenkel is commentator.

§ ALTERNATE SPONSORS- 1) General Mills, Inc (Wheaties) thru Knox Reeves Advertising, Inc(Minn). 2) Colgate-Palmolive Co (Palmolive Shave Crea, Wildroot Cream Oil) thru Ted Bates & Co., Inc(NY); Acct Execs- Bill Ballard(Wildroot), Brantz Bryan (Palmolive).

§ PKGR- Sports Programs, Inc; Prod- Jim Colligan.

Sunday(October 18)

ABC- 3:30-4pm NYT & LAT, Weekly; DEBUT - Championship Bridge with Charles Goren - FILM; approx 99 stations net and delayed. § Competitive bridge games, with two pairs of tournament bridge players competing in rubber bridge on a most points during the program basis, with the winners returning the following week to meet a new pair of players. The winning team each week wins \$1,000; the loser, \$500, with bonuses of \$500 for each grand slam and \$250 for each little slam. Charles Goren analyzes each hand during the bidding and playing, while Alex Dreier handles the play-by-play commentary as the games progress.

§ SPONSOR- North American Van Lines, Inc thru The Biddle Co(Bloomington, Ill).

§ PKGR & Film Prod- Walter Schwimmer, Inc(Chi); Prods- Walter Schwimmer, Arthur E. Pickens; Dir- Reinald Werrenrath, Jr.

NBC- 4:30-5:30pm NYT & LAT, Weekly for 32 weeks; DEBUT - World Championship Golf - FILM; no. of stations not available. § Match play elimination between the top pro golfers of the PGA, with \$171,000 in total cash prizes, in contests filmed at various tournament courses throughout the country. Host and commentator for each program is Bob Crosby. The concluding match of the season will feature the

(Continued on next page)

Sunday(October 18)

NBC- World Championship Golf (Cont'd from previous page): two finalists of the eliminations. The first place winner will earn a total of \$37,500; second place will get \$22,500, with the remainder of the money divided up among 30 other players.

§ ALTERNATE WEEK SPONSORS- 1) A.S.R. Products Corp (Gem Razor Div) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clint Wheeler. 2) Bayuk Cigars, Inc (Phillies) thru Wermen & Schorr, Inc(Phila).

NBC- 8-9pm NYT & LAT, 1st of 6 programs; DEBUT - Our American Heritage - LIVE & TAPE (COLOR), from NY, other locales; 150 stations live and delayed.

(Preempts Sunday Showcase). § First of six programs, presenting dramatizations of significant events in the lives of great Americans. The first program in the series is "Divided We Stand," starring Ralph Bellamy as Thomas Jefferson and Arthur Kennedy as Alexander Hamilton. The drama concerns the dispute between Jefferson and Hamilton during Washington's administration in 1792 over whether or not the country can survive with a two-party political system.

§ SPONSOR- The Equitable Life Assurance Society of the U. S. thru Foote, Cone & Belding(NY); Acct Exec- Ron McCullogh.

§ PKGR- Milberg Enterprises, Inc(NY) with American Heritage Magazine; Prod- Mildred Freed Alberg; Dir (premiere)- Alex Segal; Assoc Prods- William Altman, Berenice Weiler; Assoc Dir- Gordon Rigsby; Music Dir- Bernard Green; Art Dir- Duane McKinney; Costumes- Noel Taylor; Story Ed- Florence Britton; Casting Dir- Tom H. Sand.

NBC- 10-11pm NYT & LAT, 1st of 6 programs; SPECIAL - Strawberry Blonde - TAPE (COLOR), recorded in NY; no. of stations not available. § First of six programs, two of them musicals, to be presented during the 1959-60 season by Rexall Drug Co. Edgar Bergen is host for the programs in the series this season. The first program in the new season's series is "Strawberry Blonde," adapted by George Baxt from James Hagan's story, "One Sunday Afternoon," starring Janet Blair, Eddie Bracken and David Wayne, with Dolores Dorn-Heft and Iggy Wolfington.

§ SPONSOR- Rexall Drug Co (Stores, Products) thru Batten, Barton, Durstine & Osborne, Inc(LA); NY TV Acct Rep- Steve Kaplan.

§ PKGR- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Jose Vega; Prodn Superv- Renee Valente; Dir (premiere)- William Corrigan.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Show of the Month (2nd of 9 shows during season) October 14, Wed, 8:30-10pm NYT & LAT; LIVE from NY; "The Fallen Idol," adapted by Jacqueline Babbitt and Audrey Gellen from Graham Greene's story, "The Basement Room," filmed as "The Fallen Idol" in England, 1950; starring Jack Hawkins and Jessica Tandy (see page 41-C for other cast credits); Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Audrey Gellen; Dir- Silvio Narizzano; Sets- Duane McKinney.

NBC- Startime (Weekly) October 13, Tuesday, 9:30-10:30pm NYT & LAT; TAPE (COLOR), recorded in LA; "The Jazz Singer," adapted by Ernest D. Glucksman and Ralph Nelson from Samson Raphaelson's 1925 Broadway play; starring Jerry Lewis and Anna Maria Alberghetti (see page 41-C for other cast credits). § SPONSOR- Ford Motor Co., Mercury Division; Mercury Division thru Kenyon & Eckhardt, Inc(Detroit); J. Walter Thompson Co is agency of record for program for Ford Division, the program's regular sponsor. § PKGR- Hubbell Robinson Productions, Inc(NY & LA); Prod- Ernest D. Glucksman; Dir- Ralph Nelson; Music Dir- Walter Scharf; TV Adaptation- Oliver Crawford; Art Dir- Jay Krause; Costumes- Ray Aghayan; Assoc Dir- Roy Montgomery.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jubilee, U. S. A. (Sat, 10-11pm NYT & LAT) Program was listed as 10-10:30pm NYT & LAT when it moved to this spot on Oct 3; correct to 10-11pm (see page 102).

The Pat Boone Chevy Showroom (Thu, 9-9:30pm NYT & LAT) Louise O'Brien became regular vocalist, effective Oct 8 (see page 98).

CBS- The Big Party (Alt Thu, 9:30-11pm NYT & LAT) Correct Sponsor Information: Revlon, Inc (All Products) thru Warwick & Legler, Inc(NY), agency of record; Group Superv- Ed Swann. Various products are thru all Revlon agencies. (Original listing in error, based on information from the network); see page 108.

Hotel de Paree (Fri, 8:30-9pm NYT & LAT) Stanley Rubin has replaced Milton Krims as producer (see page 101).

The George Gobel Show (Alt Sun, 10-10:30pm NYT & LAT) Add Production Credits: PKGR- Gomalco, Inc(LA); Prod & Dir- Fred de Cordova; Music Dir- John Scott Trotter; Art Dir- Robert Tyler Lee; Asst Dir- Jerry Leshay; Writers- Ed Simmons (head), Keith Fowler, Paul Sully, Tom Koch. Also add as regular performers: singer Anita Bryant, The Modernaires vocal group and Harry von Zell.

The Danny Thomas Show (Mon, 9-9:30pm NYT & LAT) The role played by Penny Parker in the series is Terry (see page 106).

The Red Skelton Show (Tue, 9:30-10pm NYT & LAT) Current writing staff includes: Sherwood Schwartz, Dave O'Brien, Al Schwartz (see page 94).

The Betty Hutton Show (Thu, 8-8:30pm NYT & LAT) Production staff change: Marvin Marx is now producer and head writer; replacing William Harmon as producer (see page 98).

Gunsmoke (Sat, 10-10:30pm NYT & LAT) Production credit change: Film Prod for series is Arness & Co., at California Studios, Hollywood, Cal.

NBC- Time Present (Sun, 5:30-6pm NYT & LAT) Kemper Insurance Group has expanded its sponsorship to weekly for 26 weeks (see page 111).

Troubleshooters (Fri, 8-8:30pm NYT & LAT) Add Alternate Week Sponsor, effective Oct 16: Boyer International Laboratories (H-A Hair Arranger for men) thru R. Jack Scott, Inc(Chi).

TALENT SHOWSHEET and SCRIPT REPORT

OCTOBER 12 - OCTOBER 18

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original; (A) Adaptation; (SW) Staff-written. Performer and other identifications used are: (A) Actor; (S) Singer; (D) Dancer; (C) Comedian; (M) Musician; (SD) Staff-directed. Actors who appear regularly on a program are listed with the premiere cast and are subsequently referred to as "regulars". Programs with live origination, or videotaped programs, are listed in capital letters in the left-hand column; filmed programs are listed in upper and lower case letters, underlined, in the same column. Program times listed are current in New York and Los Angeles. Where the time is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS :

Bourbon Street Beat; MONDAY October 5; ABC 8:30pm - ADD: Isobel Elsom.

ARTHUR MURRAY PARTY; TUESDAY October 6; NBC 9pm - DELETE: Patty McCormack; ADD: Joan Fontaine(A).

BIG PARTY; THURSDAY October 8; CBS 9:30pm - ADD: Carlos Montoya(M).

Troubleshooters; FRIDAY October 9; NBC 8pm - ADD: Tiger Culhane; with regulars & Dan Blocker.

TODAY; ACROSS THE BOARD; NBC 7am - ADD: Bambi Linn(D) as girl of the week.

JACK PAAR SHOW; ACROSS THE BOARD; NBC 11:15pm - ADD: 10/5- Peggy Cass(C); 10/9- Shelly Winters(A), Jack Hawkins(A), Joey Bishop(C).

Have Gun, Will Travel; SATURDAY October 10; CBS 9:30pm - ADD: John Abbott, Sue Randall, Malcolm Atterbury, Robert Gist, Greg Dunne, John Holland, Lindsay Workman.

The Deputy; SATURDAY October 10; NBC 9pm - DELETE: Like Father; ADD: Powder Keg; (O)Wells Root, Ronald A. Bishop; with regulars & Christopher Dark, Onslow Stevens; Dir- Daniel Butler.

JUBILEE, U.S.A.; SATURDAY October 10; ABC 10pm - ADD: Wink Martindale(Disk jockey), The Carlisles (S), Slim Bryant's Wildcats(M).

LAMP UNTO MY FEET; SUNDAY October 11; CBS 10am - ADD: And All For Israel; Aaron Rosand(M), Ralph Oxman(M), Norman Atkins(S), Alfredo Antonini(Conductor).

CAMERA THREE; SUNDAY October 11; CBS 11:30am - ADD: Lukas Foss(M), Charles DeLancey(M), Robert Drasnin(M), Richard Duffalo(M).

CATHOLIC HOUR; SUNDAY October 11; NBC 1:30pm - ADD: The Meaning of the Mass; (O)Anthony J. Palmerio; with the American Mime Theatre and Walter Farrell(S).

PAUL WINCHELL SHOW; SUNDAY October 11; ABC 4pm - ADD: (SW)Marty Roth, Sherry Cloth; Dir- Don Appell.

Lassie; SUNDAY October 11; CBS 7pm - ADD: Michael Jay Schoenfeld, Eddie Little, Stephen Talbot, Mike McGreevey.

ED SULLIVAN SHOW; SUNDAY October 11; CBS 8pm - ADD: Larry Blyden(A-S).

MONDAY OCTOBER 12
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| <u>Cheyenne</u><br>(Clint Walker)                               | ABC 7:30pm | <u>The Rebellion</u> ; with Frank de Kova, Rudolph Acosta, Joe DeSantis, Faith Domergue, John Marley, Paul Dubov, Carlos Romero, Carmen Austin, Paul Fierro, Zon Murray; Dir- George Waggener. |
| Richard Diamond,<br><u>Private Detective</u><br>(David Janssen) | NBC 7:30pm | <u>Act of Grace</u> ; with William Schallert, Marc Tapscott.                                                                                                                                   |
| <u>The Texan</u><br>(Rory Calhoun)                              | CBS 8pm    | with Dan Barton, John Berardino, Dean Stanton, Hal Baylor, James Turley, Eddy Waller, Parley Baer, Ned Wever.                                                                                  |
| <u>Love and Marriage</u><br>(William Demarest)                  | NBC 8pm    | <u>Stubby Picks A Winner</u> ; with regulars & Herb Vigran, Ray Walker, Rosemary Eliot; Dir- Bob Sweeney.                                                                                      |
| <u>Bourbon Street Beat</u><br>(Richard Long, Andrew Duggan)     | ABC 8:30pm | <u>The Mourning Cloak</u> ; (O)Sig Herzig; with regulars & Louise Beavers, Bunny Cooper, Maggie Hayes, John Hoyt; Dir- James Kern.                                                             |

MONDAY OCTOBER 12 (Cont'd)

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| <u>Father Knows Best</u><br>(Robert Young, Jane Wyatt)    | CBS 8:30pm  | <u>Bud Branches Out</u> ; (O)Roswell Rogers; with regulars & Jimmy Bates, Roberta Shore, Roxane Eerard.                                                                                                               |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson)           | NBC 8:30pm  | <u>The Train Robbery</u> ; with Jeanne Bates.                                                                                                                                                                         |
| <u>Danny Thomas Show</u><br>(Danny Thomas, Marjorie Lord) | CBS 9pm     | with regulars & Francis X. Bushman, Charles Lane.                                                                                                                                                                     |
| <u>Peter Gunn</u><br>(Craig Stevens)                      | NBC 9pm     | <u>The Comic</u> ; with Shelley Berman, Patricia Donahue.                                                                                                                                                             |
| <u>Adventures in Paradise</u><br>(Gardner McKay)          | ABC 9:30pm  | <u>The Black Pearl</u> ; (O)James Michener; (A)Thelma Schnee; with Patricia Medina, Anthony Steele, Kurt Kaszner, Lon Chaney, Jr., Hal Baylor, Abraham Sofaer, Freddie Letuli, Clifford Botelho; Dir- Robert Aldrich. |
| <u>Ann Sothern Show</u><br>(Ann Sothern, Don Porter)      | CBS 9:30pm  | <u>Katy and the Cowboy</u> ; with Guy Madison, Casey Tibbs, Harley May, Dean Oliver, Mo Sagers, Merry Anders, Marjorie Stapp, Richard S. Davies, Jack Wagner, Jim Nolan, Sid Bowe, & regulars.                        |
| <u>Goodyear Theatre</u>                                   | NBC 9:30pm  | <u>The Incurrigibles</u> ; (O)Irving Elman, Howard Rodman; with Paul Douglas, Danny Richards, Jr., Francis De Sales, George Margo, Joel Ashley, Blossom Rock, Maida Severn; Dir- Walter Grauman.                      |
| <u>Hennessy</u><br>(Jackie Cooper)                        | CBS 10pm    | <u>Ivy League Bilko</u> ; with Jimmie Komack, Ross Ford, Raymond Bailey, & regulars.                                                                                                                                  |
| STEVE ALLEN SHOW                                          | NBC 10pm    | Lee Marvin(C), the King Sisters(S), Crystal Joy(S-M).                                                                                                                                                                 |
| <u>June Allyson Show</u>                                  | CBS 10:30pm | <u>A Summer's Ending</u> ; (O)Irwin and Gwen Gielgud; with June Allyson, Dick Powell, Frances Robinson, Les Tremayne, Bill Brisick, Johnny Washbrook, Gary Walberg, George Baxter; Dir- Dick Dunlap.                  |

TUESDAY OCTOBER 13

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| <u>Sugarfoot</u><br>(Will Hutchins)                         | ABC 7:30pm | <u>Macbrewster The Bold</u> ; (O)Dean Reisner; with Robin Hughes, Tudor Owen, Alan Caillou, Myron Healy, Ruta Lee, Roscoe Ates, Dorothea Lord, Paul Lukather, Terry Frost, James Hayward; Dir- Les Goodwins. |
| <u>Laramie</u>                                              | NBC 7:30pm | <u>The Star Trail</u> ; (O-D)Douglas Heyes; with regulars & Lloyd Nolan, Patricia Barry, Mildred Von Hollen, William Bryant, James Anderson, Hal Hopper, Forrest Lewis, Ann Cason, William D. Gordon.        |
| <u>Dennis O'Keefe Show</u>                                  | CBS 8pm    | <u>On Stage, Sarge!</u> ; with regulars & Neil Hamilton, George Conrad, Robert Cornthwaite, Robert Sorrell, Sylvia Lewis.                                                                                    |
| <u>Life and Legend of Wyatt Earp</u><br>(Hugh O'Brian)      | ABC 8:30pm | <u>The Perfidy of Shotgun Gibbs</u> ; with regulars.                                                                                                                                                         |
| <u>The Many Loves of Dobie Gillis</u><br>(Dwayne Hickman)   | CBS 8:30pm | <u>Love is a Science</u> ; (O)Max Shulman; with regulars & Sheila James, Charles Lane.                                                                                                                       |
| <u>Fibber McGee and Molly</u><br>(Bob Sweeney, Cathy Lewis) | NBC 8:30pm | <u>The Fred Nitney Story</u> ; (O)Bill Davenport, Hugh Wedlock, Howard Snyder; with regulars & Jack Kirkwood, Arthur Lovejoy.                                                                                |
| <u>The Rifleman</u><br>(Chuck Connors)                      | ABC 9pm    | <u>The Blowout</u> ; with regulars & John Dehner, Hugh Sanders.                                                                                                                                              |
| <u>Tightrope</u><br>(Michael Connors)                       | CBS 9pm    | (O)Al C. Ward; with George Mitchell, Bert Freed, Raymond Bailey, Suzanne Lloyd, Arthur Hanson, Dabbs Greer, Keith Richards, Stephen Chase, Bek Nelson; Dir- Abner Biberman.                                  |

TUESDAY OCTOBER 13 (Cont'd)

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| ARTHUR MURRAY PARTY                     | NBC 9pm    | George Raft(A), Joan Bennett(A), Nina Foch(A), Patty McCormack(A), Merv Griffin(S), Betty Ann Grove(S), the Three Browns(S).                                                                                                     |
| <u>Philip Marlowe</u><br>(Philip Carey) | ABC 9:30pm | <u>Prescription For Murder</u> ; with Marianne Stewart, Alexander Scourby, Alan Reed, Sr., Logan Field.                                                                                                                          |
| RED SKELTON SHOW                        | CBS 9:30pm | <u>Appleby's Bird Woman</u> ; with Eve Arden.                                                                                                                                                                                    |
| STARTIME SPECIALS                       | NBC 9:30pm | <u>The Jazz Singer</u> ; (O)Samson Raphaelson; (A)Oliver Crawford, Ernest D. Gluckman, Ralph Nelson; with Eduard Franz, Alan Reed, Jerry Lewis, Anna Maria Alberghetti, Molly Picon, Joey Faye, Barry Gordon; Dir- Ralph Nelson. |
| <u>Alcoa Presents</u>                   | ABC 10pm   | <u>Doomsday</u> ; with Torin Thatcher, Patricia Michon, Donald Harrons; Dir- John Newland.                                                                                                                                       |
| GARRY MOORE SHOW                        | CBS 10pm   | with regulars & Ella Fitzgerald(S), the Dukes of Dixieland(M), Mr. Ballantine(C-Magician).                                                                                                                                       |

WEDNESDAY OCTOBER 14

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| <u>The Lineup</u><br>(Warner Anderson)                 | CBS 7:30pm  | <u>My Son Is A Stranger</u> ; with regulars & Frank Silvera, Vic Morrow, Robert Morris, Penny Santon, Wolfe Barzell, Paul Mazursky, Sheridan Comerate, Ann Atmar.                                                                                                                                                                       |
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton)       | NBC 7:30pm  | <u>The C.L. Harding Story</u> ; (O)Jean Holloway; with Claire Trevor, Frank McGrath, Terry Wilson, Mazie Strickland, Theodore Newton, John Holland, Jean Ingram, Johnny Cash; Dir- Herschel Daugherty.                                                                                                                                  |
| <u>The Adventures of Ozzie and Harriet</u>             | ABC 8:30pm  | <u>Ozzie, The Host</u> ; with regulars & Lyle Talbot, Parley Baer, Frank Cady, Mary Jane Croft, Hal Smith, Gordon Jones, Maurice Manson, Jack Wagner.                                                                                                                                                                                   |
| SHOW OF THE MONTH                                      | CBS 8:30pm  | <u>Fallen Idol</u> ; (O)Graham Greene; (A)Audrey Gellen, Jacqueline Babbitt; with Jessica Tandy, Jack Hawkins, Dina Merrill, Jacques Hirschler, Barry Morse, Thayer David, Tim O'Connor, Myra Carter, James Valentine, Christopher Hewitt, Anthony Kemble-Cooper, Peter Von Zernick, Curt Lowens, Bryan Herbert; Dir- Silvio Narizzano. |
| <u>Hawaiian Eye</u><br>(Anthony Eisley, Robert Conrad) | ABC 9pm     | <u>The Waikiki Widow</u> ; with regulars & Paula Raymond, Karl Weber, Robert McQueeney, Judy Dan, Myron Healy; Dir- Leslie Martinson.                                                                                                                                                                                                   |
| PERRY COMO SHOW                                        | NBC 9pm     | Carol Haney(D), Phil Harris(C), Santo and Johnny(S), Dick Clark.                                                                                                                                                                                                                                                                        |
| ARMSTRONG CIRCLE THEATRE                               | CBS 10pm    | <u>Jailbreak</u> ; (O)Irv Tunick; with Fred Scollay, John McQuade, Carl Low, Addison Powell, William Post, Jr., Robert Duval, Ed Peck, John McLiam, Lou Frizzell, Richard Woods, Martin Newman, Bob Yuro, Mitch Ryan; Dir Paul Bogart.                                                                                                  |
| <u>Wichita Town</u><br>(Joel McCrea)                   | NBC 10:30pm | <u>Bullet For A Friend</u> ; with regulars & Carlos Romero, Robert Wilkie, James Griffith.                                                                                                                                                                                                                                              |

THURSDAY OCTOBER 15

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| <u>Gale Storm Show</u>                          | ABC 7:30pm | <u>Million Dollar Mutt</u> ; (O)Charles Hoffman, Marcelle Benatouil; (A)Larry Rhine, Bill Freedman; with regulars & James Fairfax, Frank Albertson, Don Diamond; Dir- Richard King. |
| <u>Law of the Plainsman</u><br>(Michael Ansara) | NBC 7:30pm | <u>A Matter of Life or Death</u> ; with regulars & Gustavo Rojo, Dayton Lummis, Jean Allison, Roberto Contreras.                                                                    |
| <u>Donna Reed Show</u>                          | ABC 8pm    | <u>The First Child</u> ; (O)Nate Monaster, based on characters created by William Roberts; with regulars & Alice Backes, Dave Willock, Jack Bryan; Dir- Oscar Rudolph.              |

THURSDAY OCTOBER 15 (Cont'd)

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| <u>Betty Hutton Show</u>                    | CBS 8pm     | <u>Goldie Goes to the Dog Show</u> ; (O)Hugh King; with regulars & Paulette Attie, Scott Morrow, Vernon Rich, Ruth Perrott, Kate Bauer, Robert Laverre, Mike Monahan; Dir- Jerry Hopper.                                                          |
| <u>Bat Masterson</u><br>(Gene Barry)        | NBC 8pm     | <u>Wanted - Dead</u> ; with John Dehner, Don Kennedy, Bethel Leslie, Dabbs Greer, Dennis Moore, John Archer, John Moloney.                                                                                                                        |
| <u>The Real McCoy's</u><br>(Walter Brennan) | ABC 8:30pm  | <u>The Game Warden</u> ; with regulars & Andy Clyde, Lewis Martin.                                                                                                                                                                                |
| <u>Johnny Ringo</u><br>(Don Durant)         | CBS 8:30pm  | with regulars & Robert Gist; Dir- Lamont Johnson.                                                                                                                                                                                                 |
| <u>Staccato</u><br>(John Cassavetes)        | NBC 8:30pm  | <u>The Nature of the Night</u> ; (O)Henry Kane, Richard Carr; with Dean Stockwell, Vladimir Sokoloff, Janet Lake, Dennis Sallas, J. Pat O'Malley, Rory Mallinson, Harry Strang, & regulars.                                                       |
| PAT BOONE SHOW                              | ABC 9pm     | The Mary Kaye Trio(S-M-C).                                                                                                                                                                                                                        |
| <u>Dick Powell's Zane Grey Theatre</u>      | CBS 9pm     | <u>Confession</u> ; (O)Ellis Marcus; with Charles Aidman, Walter Burke, Brett King, Hugh Sanders, Jason Wingreen, John Hackett, John Graham, Rance Howard, James Griffith; Dir- Frank Bauer.                                                      |
| <u>Bachelor Father</u><br>(John Forsythe)   | NBC 9pm     | <u>Kelly's Idol</u> ; with regulars & Jimmy Boyd.                                                                                                                                                                                                 |
| <u>The Untouchables</u><br>(Robert Stack)   | ABC 9:30pm  | PREMIERE - <u>The Empty Chair</u> ; (O)David Karp; with regulars: Jerry Paris, Abel Fernandez, Nick Georgiade; and Nehemiah Persoff, Bruce Gordon, Barbara Nichols, Betty Garde, Wally Carroll, Herman Rudin, Richard Benedict; Dir- John Peiper. |
| PLAYHOUSE 90                                | CBS 9:30pm  | <u>Sounds of Eden</u> ; (O)George Bellak; with Robert Gist, James Whitmore, Kim Hunter, Everett Sloane, Henry Jones, Dick Foran, Martin Landau, Don Dubbins, Norma Crane, Joe Maross; Dir- Buzz Kulik.                                            |
| THE FORD SHOW<br>(Tennessee Ernie Ford)     | NBC 9:30pm  | Ronald Reagan(A).                                                                                                                                                                                                                                 |
| <u>The Lawless Years</u><br>(James Gregory) | NBC 10:30pm | <u>Art Harris Story</u> ; with John Berardino, Barry Kelley, Robert Karnes, John Eldredge, James Canini, Richard Angarola, Stuart Nedd, Rex Adams, Beverly Scott.                                                                                 |

FRIDAY OCTOBER 16

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| <u>Rawhide</u><br>(Eric Fleming, Clint Eastwood)                          | CBS 7:30pm | <u>Incident at Jacob's Well</u> ; (O)Robert Sherman; with regulars & David Brian, Patricia Medina, Jean Allison; Dir- Jack Arnold.                                                                                                              |
| <u>Troubleshooters</u><br>(Keenan Wynn, Bob Mathias)                      | NBC 8pm    | <u>Moment of Terror</u> ; with regulars.                                                                                                                                                                                                        |
| <u>Man From Blackhawk</u><br>(Robert Rockwell)                            | ABC 8:30pm | <u>The Trouble With Tolliver</u> ; (O)Stirling Silliphant; with Vaughn Taylor, Henry Lascoe, Robert Bray, Mayo Loizeaux, Ralph Moody, Richard Gardner, Robert Lynn; Dir- Walter Grauman.                                                        |
| <u>Hotel De Paree</u><br>(Earl Holliman)                                  | CBS 8:30pm | <u>Vein of Ore</u> ; (O)Ellis Marcus; with regulars & Royal Dano, Trevor Bardette, Mark Tapscott, Karen Von Unge; Dir- Douglas Heyes.                                                                                                           |
| PROJECT 20<br>(SPECIAL)                                                   | NBC 8:30pm | <u>Life in the Thirties</u> ; (O)Richard Hanser; with Robert Fussell Bennett's Orchestra featuring songs of Cole Porter, Jerome Kern, Richard Rodgers; Dir- Donald B. Hyatt.                                                                    |
| <u>77 Sunset Strip</u><br>(Efrem Zimbalist, Jr., Roger Smith, Edd Byrnes) | ABC 9pm    | RETURN - <u>Six Superior Skirts</u> ; (O)William L. Stuart; with regulars & Kaye Elhardt, Will Hutchins, Army Archerd, Dick Haynes, Byron Keith, Abraham Sofaer, Diane McBain, The Frankie Ortega Trio, The Mary Kaye Trio; Dir- Andre de Toth. |



FRIDAY OCTOBER 16 (Cont'd)  
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<u>Desilu Playhouse</u>	CBS 9pm	<u>Six Guns For Donegan</u> ; (0-A)John Mantley; with Lloyd Nolan, Harry Townes, Jean Hagen, James Franciscus; Dir- Douglas Heyes.
<u>M Squad</u> (Lee Marvin)	NBC 9:30pm	<u>Murder in C Sharp Minor</u> ; with Robert Osterloh, Harry Jackson, Lawrence Dobkin, Harry Jackson, Peter Brian, Peter Leeds, Howard McNear, Paul Burns, Jody Lawrence, Herb Vigran, Barry Brooks.
<u>The Detectives</u> (Robert Taylor)	ABC 10pm	PREMIERE - <u>The Streger Affair</u> ; (0)Palmer Thompson; with regulars: Lee Farr, Tige Andrews, Russ Thorson; and Jean Hager, Frank Gorshin, Johnny Seven, Ben Wright, Paul Keast, Art Kendall, Mike Harris, Leonard Bill, Walter Burke; Dir- Arnold Laven.
<u>The Twilight Zone</u>	CBS 10pm	<u>Mister Denton on Doomsday</u> ; (0)Rod Serling; with Dan Duryea, Martin Landau, Jeanne Cooper, Ken Lynch, Malcolm Atterbury, Arthur Batanides, Doug McClure, Bill Erwin, Robert Burton; Dir- Allen Reisner.
STAR PARADE (SPECIAL)	NBC 10pm	<u>Victor Borge's Copenhagen</u> ; (0)Bill Jacobson; with Betty Marsden(C), Clinton Greyne(A); Dir- John Goetz.
<u>Black Saddle</u> (Peter Breck, Russell Johnson)	ABC 10:30pm	<u>The Long Rider</u> ; with regulars & Suzanne Pleshette, Chris Alcaide, Perry Ivins, Stacy Harris, Bing Russell.

MULTIPLE AND ACROSS THE BOARD SHOWS - OCTOBER 12 - OCTOBER 16
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| TODAY              | NBC 7am     | 10/12- Victor Borge(M), The Beatrice Kraft Oriental Dancers; 10/13- five cast members of <u>The World of Suzie Wong</u> ; 10/14- Kim Stanley(A), Horst Buchholz(A), The Eroll Garner Jazz Trio; 10/16- William Chapman(S).                                              |
| AMERICAN BANDSTAND | ABC 4pm     | 10/12- The Tempos(S); 10/14- The Sparkletones(S).                                                                                                                                                                                                                       |
| JACK PAAR SHOW     | NBC 11:15pm | 10/12- Victor Borge, Cliff Arquette, Diahann Carroll(S); 10/13- Leonard Sillman, Jim Moran, Gypsy Rose Lee, Kaye Ballard(C), Jack Haskell(S); 10/14- Dody Goodman, Zsa Zsa Gabor, Pat Kirby(S); 10/15- Fran Allison, George Kirgo, Betty Johnson(S), Phyllis Diller(C). |

SATURDAY OCTOBER 17  
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CAPTAIN KANGAROO	CBS 8am	Lottie Brunn(Juggler).
TRUE STORY	NBC 12Noon	(0)Michelle Cousin; with William Redfield, Paul Stevens, Dolores Sutton, Sally Kemp.
DICK CLARK SHOW	ABC 7:30pm	Kitty Kallen(S), The Spacemen(M), the Passions(S).
<u>Perry Mason</u> (Raymond Burr)	CBS 7:30pm	<u>The Case of the Garrulous Gambler</u> ; (0)Gene Wang; with regulars & Dick Foran, Wynn Pearce, Tony Travis, Paula Raymond, Steve Brodie, Robert Nash, Gordon Synn, Victor Sen Yung, Anne Barton, Law Green; Dir- Walter Grauman.
<u>Bonanza</u>	NBC 7:30pm	<u>The Julia Bulette Story</u> ; (0)Al C. Ward; with regulars & Jane Greer, Alexander Scourby.
<u>Leave It To Beaver</u>	ABC 8:30pm	<u>School Bus</u> ; with regulars & Jeri Weil, Rusty Stevens, Sue Randall, James Parnell.
<u>Wanted - Dead or Alive</u> (Steve McQueen)	CBS 8:30pm	with Lee VanCleef, Alexander Scourby, Marcia Henderson, Joe Conley, Tyler McVey; Dir- Don McDougall.
<u>The Man and the Challenge</u> (George Nader)	NBC 8:30pm	<u>Invisible Force</u> ; with William Conrad, Debra Paget, Janos Prohaszki, Jack Walsh, William Couch, Carol Thurston, Patricia Waltz, Rudy Solari, Jack Haddock.
LAWRENCE WELK'S DANCING PARTY	ABC 9pm	Gina Genradi(S), Gordean Leilihua Lee(Miss Hawaii of 1960).

SATURDAY OCTOBER 17 (Cont'd)

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SPECIAL	CBS 9pm	<u>Ballad of Louie The Louse</u> ; (O-D)Nat Hiken; with Phil Silvers, Eddie Albert, Pert Kelton.
<u>The Deputy</u> (Henry Fonda, Allen Case)	NBC 9pm	Show listed on Page 40-E, 10/5/59 presented on 10/17.
<u>Five Fingers</u> (David Hedison, Luciana Paluzzi)	NBC 9:30pm	<u>The Moment of Truth</u> ; (O)Jerry Devine; with Nehemiah Persoff, Jack Warden, Linda Lawson, Michael Romanoff, Edward Atienza, Charlita; Dir- Lamont Johnson.
<u>Gunsmoke</u> (James Arness)	CBS 10pm	with regulars & Harry Townes, Alice Backes, Harry Swoger, Alan Reed, Jr.
<u>Markham</u> (Ray Milland)	CBS 10:30pm	with Miguel Landa, Jacques Aubuchon, Anna Navarro, David Jante, Bill Stelling, Marcel Hillaire.
SUNDAY OCTOBER 18		
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LAMP UNTO MY FEET	CBS 10am	<u>On the Patio</u> ; (O)Chester Krumholz; with Whitfield Connor, Louise Platt.
PAUL WINCHELL SHOW	ABC 4pm	Doris Faye(Ventriloquist), Guy Allen(Baton twirler), Cook and Enos(C).
<u>Lassie</u>	CBS 7pm	with regulars & Eddie Little, Shirley Mitchell, Stephen Talbot.
<u>Riverboat</u> (Darren McGavin, Burt Reynolds)	NBC 7pm	<u>The Fight Back</u> ; with John Ireland, Joan O'Brien, Karl Swenson, Ken Lynch, Henry Daniell.
<u>Maverick</u> (Jack Kelly)	ABC 7:30pm	<u>A Tale of Three Cities</u> ; (O)Robert Wright; (A)Leo Townsend; with Pat Crowley, Edward Kemmer, Ben Gage, Barbara Jo Allen, Ray Teal, Frank Richards, Leake Bevil, Louis Jean Heydt; Dir- Leslie Martinson.
<u>Dennis The Menace</u> (Jay North)	CBS 7:30pm	<u>The Fishing Trip</u> ; (O)William Cowley, Peggy Chantler; with regulars & Sylvia Field, Gil Smith, Ronny Howard; Dir- William Russell.
ED SULLIVAN SHOW	CBS 8pm	The Ames Brothers(S), Joni James(S), Jean Carroll(C), Gretchen Wyler(D), Chaim Fershko(M), Mrs. Chaim Fershko(S), The Konyots(C-D), Brascia and Tybee(D), The Harlem Globetrotters, Harry Belafonte(S).
OUR AMERICAN HERITAGE	NBC 8pm	PREMIERE - <u>Divided We Stand</u> ; (O)Morton Wishengrad; with Ralph Bellamy, Arthur Kennedy, Ron Randell, Howard St. John, House Jameson, Sarah Marshall, Elizabeth Hubbard, Jonathan Morris, Lori March, Richard Ward, Charlie White, Mary James, Heywood Hale Broun, David Faulkner, Herk Rosselli, Guy Arbury, Peter Gumeny; Dir- Alex Segal.
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>Shackled</u> ; with regulars & Robert McQueeney, Kasey Rogers.
<u>The Rebel</u> (Nick Adams)	ABC 9pm	<u>Yellow Hair</u> ; with regulars & Royal Dano, Carol Nugent, Rudolph Acosta.
<u>General Electric Theatre</u>	CBS 9pm	<u>The Tallest Marine</u> ; (O)Douglas Lansford; (A)Gene Coon; with Red Buttons, John Lupton, Herbert Rudley, Ken Mayer, George Robotham; Dir- John Rich.
CHEVY SHOW	NBC 9pm	Tony Randall(A), Jimmy Dean(S), Shari Lewis(S), Alfredo Alaria(S), Sam Butera and the Witnesses(S), Louis Prima and Keeley Smith(S).
<u>The Alaskans</u>	ABC 9:30pm	<u>The Devil Made Five</u> ; with regulars & Andrea King, John Dehner, Walter Burke, Susan Crane, Charles Fredericks, Kelly Thorsden.

SUNDAY OCTOBER 18 (Cont'd)

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Alfred Hitchcock  
Presents

CBS 9:30pm

Coyote Moon; (O)Kenneth B. Perkins; (A)Harold Swanton;  
With Macdonald Carey, Collin Wilcox, Edgar Buchanan,  
Eve McVeigh, James Field, David Fresco, Chuck Hender-  
son; Dir- Herschel Daugherty.

JACK BENNY SHOW

CBS 10pm

Harry S. Truman.

SPECIAL

NBC 10pm

Strawberry Blonde; (O)James Hagan - One Sunday After-  
noon as Adapted by George Baxt; with Eddie Bracken,  
Iggy Woldington, Dolores Dorn-Heft, Janet Blair, David  
Wayne; Dir- William Corrigan.

WORLD OF TALENT  
(Dick Clark)

ABC 10:30pm

Panelists: Zsa Zsa Gabor, Sam Levenson; with Sammy  
Shore(C), Tommy Edwards(S), Chordettes(S).

